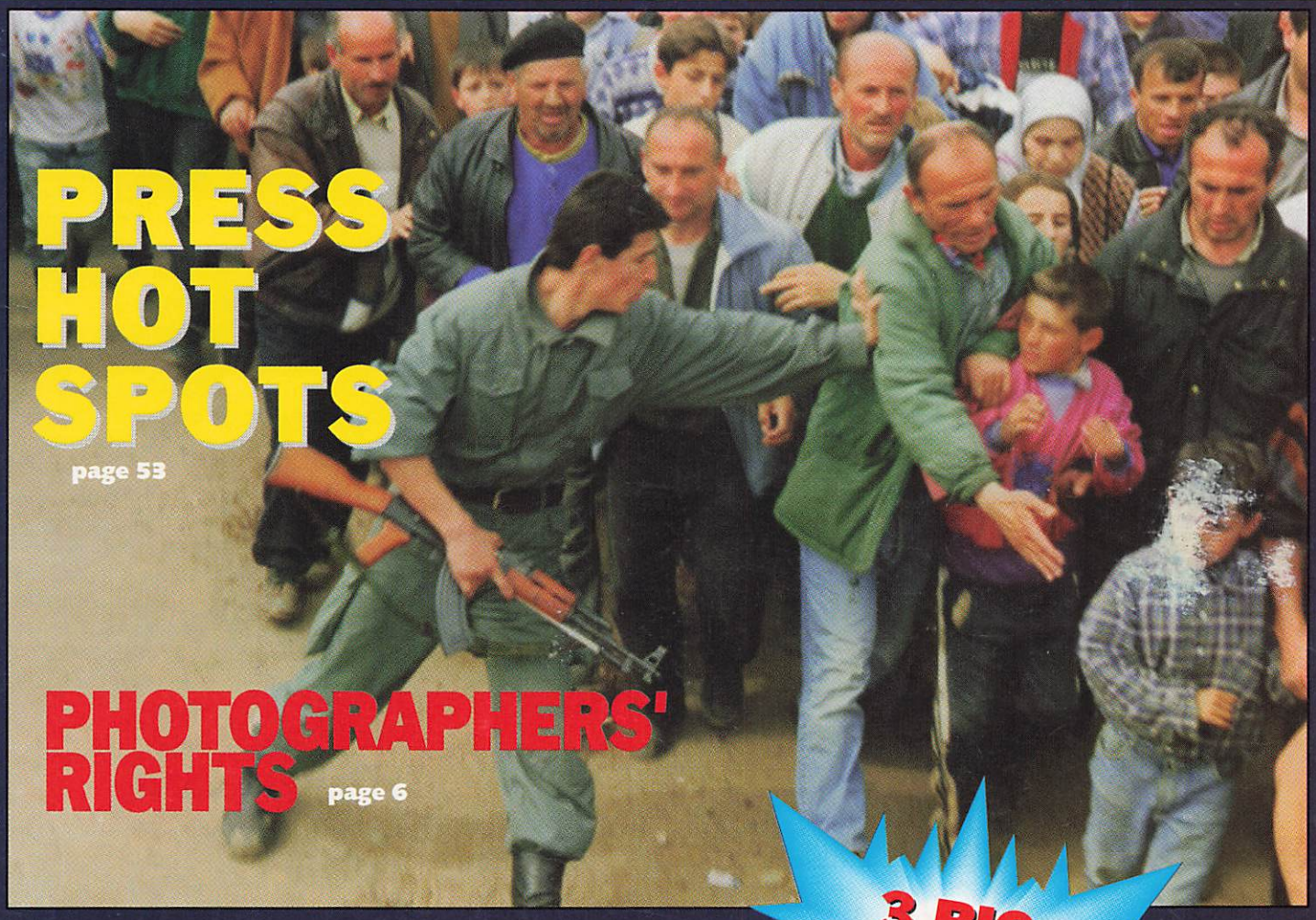
PHOTOS THAT SELL again and again

page 4

TODAY'S Photographer

March 2000

visit our freelance web-site at www.ifpo.net



PRESS HOT SPOTS

page 53

PHOTOGRAPHERS' RIGHTS

page 6

48 ALL NEW CARDS

PAGE 26

3 BIG SPECIALS IN THIS ISSUE

pages 19, 46, 64

NEW IFPO PROGRAM

page 1

$3.50US $4.50CAN

03

0 71486 01345 7

Printed in U.S.A.

IFPO New Discoveries
MODEL CONSULTANTS
ATTRACT NEW FACES & FIGURES
http://www.ifpo.net/discoveries

BE YOUR OWN BOSS
SHOOT GLAMOUR PHOTOS
for CASH
FULL TIME or PART TIME
at HOME - STUDIO
or ON-LOCATION

WHY CONSULTING?

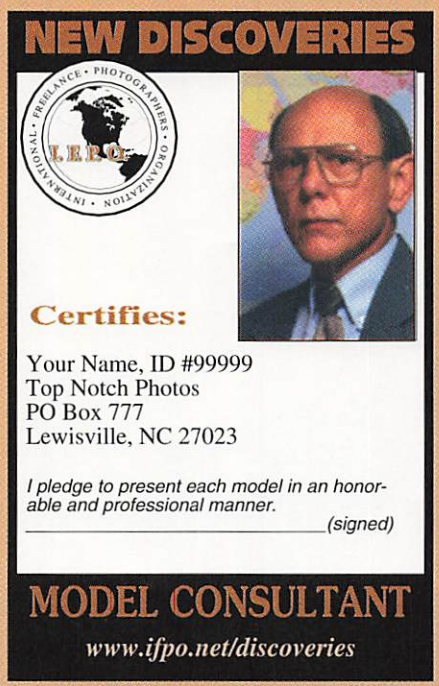
- Attract New Faces and Figures
- Recruit Models For Money
- Shoot Glamour Photos for Cash
- Be Your Own Boss
- Work at Your Own Pace
- Make Money and Have Fun

WHAT IS MODEL CONSULTING?

Model Consulting is a business opportunity sponsored by the International Freelance Photographers Organization (IFPO). The program gives photographers three effective ways to make money immediately and get immediate exposure for their newly discovered models:

1. Offers opportunity to start or expand a model portfolio business (photo or video).
2. Provides photographers with an easy way to attract models for their other photography interests and assignments.
3. Provides models immediate exposure on the IFPO New Discoveries Internet Site.

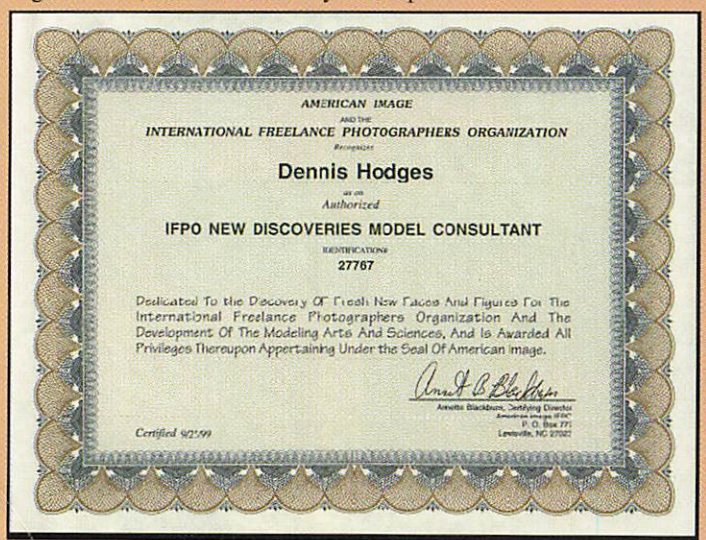
Photographers often need models in their regular work, and models always need photographers to produce their portfolios in order that they may promote themselves and pursue a career development program. IFPO serves more than 100,000 photographers and models in 131 countries around the world.



ALL THE MODELS YOU NEED

Hundreds of Consultants since 1984 have proven and refined the program. It works. Freelance photographers are natural "body hunters" in search of new images.

Through Model Consulting, photographers can earn money while starting or developing their business in model portfolios or even starting a modeling agency. IFPO supplies you with eacy, complete, instructions to get started making money with or without a studio.


AMERICAN IMAGE
AND THE
INTERNATIONAL FREELANCE PHOTOGRAPHERS ORGANIZATION
Recognizes
Dennis Hodges
as an
Authorized
IFPO NEW DISCOVERIES MODEL CONSULTANT
IDENTIFICATION#
27767
Dedicated To the Discovery Of Fresh New Faces And Figures For The International Freelance Photographers Organization And The Development Of The Modeling Arts And Sciences, And Is Awarded All Privileges Thereupon Appertaining Under the Seal Of American Image.
Annette Blackburn, Certifying Director
American Image, IFPO
P. O. Box 771
Lewisville, NC 27022
Certified 9/21/99

Hundreds of models have been recruited over the years by IFPO member photographers. Consultants may experience dramatic increases in their incomes as a result of the IFPO New Discoveries program; first, by photographing aspiring new models' portfolios, then by providing access to the IFPO New Discoveries internet site. Consultants who do not recruit models for IFPO are able to attract all the models they need for their other photography interests!

AMATEUR MODELS

New "amateur" models discovered by consultants have starred in major video productions, auditioned for prime time TV shows, and participated in fashion, photography, and promotional assignments too numerous to name.

Many photographers have used Model Consulting as a springboard to launch successful careers in model portfolio and video production businesses. Many consultants use the program to make it easy to attract models for use in their other photography interests and never list their models on the IFPO New Discoveries internet site. You can use the program to further any of your business or hobby interests.

BENEFITS TO MODELS

The benefits afforded models through the IFPO New Discoveries Program are unique. The dues are only $40 for the first year and $30 for each year thereafter. For that the model receives a complete New Discoveries Kit with an Identification Card and Parchment Certificate. The model also receives a current issue of *How to Become a Successful Model.*

Each model gets a free listing on the IFPO New Discoveries Internet site for freelance models:

http://www.ifpo.net/discoveries

Models who wish to have their photos published on the internet site may do so for additional fees which cover the cost of scanning and set up. Detailed information is in the Consultant's New Discoveries Manual. Models may also be randomly selected as an Official New Discoveries Model.

JOIN OR UPGRADE NOW...

HOW TO MAKE MONEY

IFPO New Discoveries models annual dues are only $40.

IFPO Pays Directly To You:

$20.00 for each New Discoveries model recruited! Payment is instant. You collect the $40 dues for the first year and send only $20 on to IFPO with the internet listing form.

$30.00 for each model RENEWAL! Each time your model renews, you collect the $30 renewal fee and send only $10 to IFPO with renewal form!

$$$$$ PLUS! You make even more money when your "discovered" models want their photo published on the New Discoveries internet site. You collect the money ($20 for one photo; $50 for three) and KEEP 50% for yourself! (See the Operating Manual.)

New Discoveries Models Pay You Directly:

IFPO suggests that each new model provide 1-3 photographs for publication on the internet. Those photos should depict the model in the broadest possible range of poses and settings...portraits to full shots... location to studio...furs to figure. Remember New Discoveries are eager to have these photos taken and published!

Model Portfolios Pay Big Bucks

As an authorized IFPO New Discoveries Model Consultant, you are in a perfect situation to capture and build on this business opportunity. A Consultant can easily gain the confidence of the model with the official credentials to guide and direct the development of the model's portfolio.

Consultants have developed "packages" for new discoveries that have sold for between $75 and $400 per model. Consultants have reported income as high as $427 the first week.

MODEL CONSULTING SOLVES AN OLD PROBLEM

Your New Discoveries Model Consultant Membership does **NOT require you** to recruit a single model EVER!

Many IFPO photographers join the Consultant Program simply to solve the age old problem of finding models for other aspects of their photography work without spending an arm and a leg with a modeling agency and without potential models being skeptical of the photographer's intentions.

The official, internationally recognized IFPO Credentials and the New Discoveries Model Consulting Program make it super-easy to approach and convince any potential model to work with you.

EVERYTHING YOU NEED

Consultants report that potential models are convinced instantly when you use the identification materials provided in your Model Consultant Enrollment Kit!. New model prospects recognize you as a professional and are eager to follow your guidance without question. "I've never found it so easy to attract models," is the most common response from new consultants.

Enrollment as a consultant gives you everything you need to make money the very first week. It includes setting up your account at IFPO, your New Discoveries Model Consultant I.D. Cards, Letter of Certification, Operating Instructions and a supply of the business forms needed to get you up and running. It includes easy to follow instructions for promoting your business as an IFPO New Discoveries Model consultant and attracting or recruiting models.

ATTENTION CURRENT IFMO MODEL CONSULTANTS

You may upgrade (get a completely new package) to the New Discoveries Program for only $39 plus $7 S&H. Order item #905A-UP.

IFPO NEW DISCOVERIES MODEL CONSULTING ENROLLMENT COUPON (Available to IFPO Members only)

5 Digit IFPO Member #_____ or enclose dues.

name

(optional) business name

address

city/st/zip

phone FAX

email URL

Use your Check, Money Order, OR Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # expiration date

signed date

MAIL THIS COUPON TO: IFPO ORDER DEPT. PO BOX 777, Lewisville, NC 27023-0777

❑ **905A.....Full Model Consultant Membership** **$69.00**

(The $69 fee includes a $10 initiation fee for setting up your Consultant's account and a $59 permanent Consultant Membership Dues) **Your Consultant's Kit contains: 1 Badge/Wallet ID card, 1 Wallet ID Card** and laminating materials, **Consultant's Certificate**, **Consultant's Operating Instructions** and the following master forms: **Model Interview Form** (F164), **Model Portfolio Contract** (F165), **Model Portfolio Checklist** (F163) and **Model Release** (F191). You also get IFPO New Discoveries **Enrollment** Forms, **Renewal** Forms, and **Internet Listing Releases.**

❑ **USA FIRST CLASS MAIL SHIPPING** **$ 7.00**

(foreign shipping use instructions on page 47)

CREDIT CARD ORDERS ONLY!
CALL FREE 1-800-654-9557 or FAX 1-800-283-598
(MAIL, C.O.D. ORDERS USE ORDER FORM ON PAGE 47)

www.ifpo.net

Today's Photographer International

MAKE MONEY • GAIN ACCESS • GET PUBLISHED

January • February • March • 2000

Vol. 15, Number 1

FEATURES

4 Photos That Sell Again and Again
IFPO Contributors Jim Murphy, Rod Schmidt, Margaret Hunter

6 What Are Photographers' Rights?
By Dennis Hodges

8 Short Cuts to CASH!
By Dennis Hodges

9 How To Beat the Competition *in Fashion Photography*
By Leo Gendelberg

13 READERS' REPORT
Protect Your Film From New Airport Scanners
By N. Garrett Chan

15 SPORTS
Coverage **Day by Day at Road America**
By Kendall K. Krebs

33 Book Reviews

51 How I Sold 12 Photos of an Unseen Location
By Kathie Spiss

54 Photo Contest WINNERS

ON THE COVER: On The Border of Kosovo
By Salem M. Al-Marri, IFPO Photojournalist

ON ASSIGNMENT

3 Capturing the Beat in Blues and Jazz
By Tom Smorch

17 The 1999 MTV Awards
By Vincent Kevin Brown

52 1999 Du Maurier Open By *Edwin Roland*
Pro Football "'99 *By David Fink and E. Nelson 'Bob' Rees Jr.*

53 INTERNATIONAL HOT SPOTS:
Travel Expo '99 Kang Won Do
By Kim Jae Young, Kim Hee Chul and Yoon Jun Seop
Bosnia and Herzegovina *By Albert Van den Bogaard,*
On the Border of Kosovo *By Salem M. Al-Marri*

IFPO PHOTOGRAPHERS PUBLISHED IN THIS ISSUE

Salem M. Al-Marri, State of Qatar IFPO #59505
Martin Bader, Arlington, VA IFPO #49134
Linda Baylor, Great Meadows, NY IFPO #00391
Carleen Bragg, Chicago IL, IFPO #67191
Vincent Kevin Brown, New York, NY IFPO #44444
N. Garrett Chan, Honolulu, HI IFPO #60520
Kim Hee Chul, Rep. South Korea IFPO #57737
Tim Cohen, Elwyn PA IFPO #47855
Oscar B. Corona, Cebu City, Philippines IFPO #62265
Brian Emch, Lancaster, CA IFPO #50234
David Fink, Aurora, IN IFPO #59842
Leo Gendelberg, Brooklyn, NY IFPO #64510
Kathy L. Glasgow, Lawrence, KS IFPO # 67509
David Hamilton, Washington, DC IFPO #21408
Dennis Hodges, Kansas City, KS IFPO #27767
Margaret Hunter, Spokane, WA IFPO #64045
Nestor A Hurtado, Brooklyn, NY IFPO #52709
Janelle Jones, Bethpage, NY IFPO #66979
G. A. Kappelmeier, Norcross, GA IFPO #16026
John Kaufmann, Boca Raton, FL IFPO # 65772
William V. Kimbro, Lafayette, IN IFPO # 56391
Kendall K. Krebs, Pella, IA IFPO #40974
Brian McKay, APO, AP IFPO #63984
Michael Phillips, Shelbyville, TX IFPO #66524
Blanche Pressley, Claremont, NC, IFPO #38865
E. Nelson Rees, Jr., New Port Richey, FL IFPO #31297
Edwin Rowland, Miami, FL IFPO #22789
Rod Schmidt, Witchata, KS IFPO #53749
Yoon Jun Seop, Rep. South Korea IFPO #32158
Tom Smorch, Prospect, IL IFPO #64083
Kathie Spiss, Tucson, AZ IFPO #63003
John E. Tassi, Carver, MA IFPO #62834
Albert Van den Bogaard, Washington, DC IFPO #66974
Kim Jae Young, Rep. South Korea IFPO #33163

IFPO CORRESPONDENT PHOTOGRAPHERS

Kwon Moon Auk, Inchon City, Korea *IFPO Member #11304*
Ken Axmake, Jr., Memphis, TN *IFPO Member #62876*
Keith Cephus, Virginia Beach, VA *IFPO Member #25379*
Dwight Ellefsen, Villa Park, IL *IFPO Member #47182*
Thomas A. Foley, Oxford, ME *IFPO Member #44172*
J. Jefferson Gardner, Midlothian, VA *IFPO Member #19343*
Dennis Hodges, Kansas City, MO *IFPO Member #27767*
Ken Jorgensen, Glenview, IL *IFPO Member #57234*
Kendall Krebs, Pella, IA *IFPO Member #40974*
David C. Oliver, Reston, VA Member #41111
Paolo Pedicelli, Montreal, PQ Member #42271

COMPLETE IFPO PROGRAM DIRECTORY PAGE 17

Today's Photographer Magazine is published by American Image Press, at 6495 Shallowford Rd., Lewisville, NC 27023. **Send advertising and editorial correspondence to**: *Today's Photographer Magazine,* P.O. Box 777, Lewisville, NC 27023-0777 USA. One year subscription in USA and possessions, $21; Canada, $27; all other countries, $36; cash orders only payable in U.S. currency. **Third Class postage** permit 450, paid at Winston Salem, NC 27102. Please send change of address forms as well as subscription correspondence to *Today's Photographer Magazine,* P.O. Box 777, Lewisville, NC 27023-0777 USA. Allow at least six weeks for the change of address to become effective. COPYRIGHT AMERICAN IMAGE, INC., ALL RIGHTS RESERVED.

Today's Photographer International
American Image Press
6495 Shallowford Road
Lewisville, NC 27023
(336) 945-9867 FAX (336) 945-3711

MAGAZINE STAFF

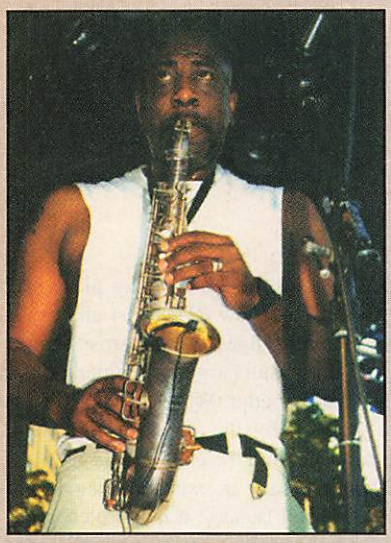
Publisher: Jack M. Gallimore
Editor in Chief: Vonda H. Blackburn
Editorial: Cindy Cunningham
Ralph Bryant
Operations Staff: Annette Blackburn
Eloise Brinegar
Debbie Cofer
Editor at large: Peter Potter

IFPO On Assignment

Capturing the Beat in Blues and Jazz

By Tom Smorch IFPO, Mt. Prospect, IL www.ifpo.net/~smorch

Blues Artist
Bobby Blue Bland
©1999 Tom Smorch
1999 Chicago Blues Festival



Jazz Artist David McMurray
©1999 Tom Smorch
The 20th Annual Ford Montreux
Detroit Jazz Festival

Photographing musicians allows me to combine two of my passions, photography and music.

Over the years I took photos of my friends who were musicians. Now I try to capture the beat of the best especially in blues and jazz with the support of IFPO Press Credentials.

The Annual Ford Montreux Detroit Jazz Festival is the largest free jazz festival held each year in North America. My media pass allowed me in front of the stage as well as the backstage area. This year's festival provided additional challenges of weather and artist preferences i.e. no flash during a thunderstorm.

The Chicago Blues Festival is an annual event held in June of each year. The largest free blues festival in the world, it takes place in Chicago's Grant Park. Each day I was issued a wrist band for access to the "photographer's pit" in front of the stage. This vantage point allowed me to get close-ups as well as the entire band.

The key to capturing these events is film and lens selection and being able to compose and focus quickly. The right settings, good timing and the IFPO back-up make these events pure pleasure.Ω

More on page 17

$500 SWEEPSTAKES

USE THIS FORM to submit **ARTICLES, PHOTOS,** and **TIPS** to be considered for publication in *Today's Photographer*. **WHEN YOU USE THIS FORM** and follow these guidelines you could be selected to WIN the Editor's GRAND PRIZE of $500.00!

LOOK AT THE MAGAZINE!! When you look at examples of what is actually published in the magazine, it's like looking at the test answers before taking the test!!

HOW TO SUCCEED is what we are all about! How to make money, gain access and get published. How did you get the celebrity to let you get the picture. How did you get the model to pose for you. What surprise barriers were you able to overcome? How did you get those death defying pictures right from your car window?

INSPIRATION is the word our readers use most to describe the magazine and it's content! Have you had some success with your camera or an idea that would inspire others?

SELDOM SHOOTERS: So you only picked up your camera once or twice in the past few years, shot a lot of film for an afternoon or a week, then let it get away from you. What was so important that caused you to pick your camera up? Family reunion? Your kid's big soccer game? Beach trip of a lifetime? Favorite group finally came to town in concert? House down the street caught fire? 2 weeks in Yellowstone? Big celebration at work?

DIFFERENT DRUMMERS: Maybe you have a story with a different slant — enter it. You may inspire us to expand our editorial range. Enter the Editor's Sweepstakes even if you have never made a submission before. The sweepstakes is another way for us to reward our readers who share a special bond in their passion for succeeding as photographers ... and making money. Again, our resolution is to support that effort in every issue and to make sure that Today's Photographer "works" for you.

Sweepstakes ENTRY CHECKLIST

- ❑ A photo of YOURSELF (suggestions: with your camera, at the scene, with someone important, etc.).
- ❑ A typed or clearly hand-printed copy of your Article, Sidetrip, Success Story or Tech Tip. Text files on 1.4 MB floppies are great (PC or MAC).
- ❑ PRINTS or TRANSPARENCIES that illustrate your story (COLOR or B/W) with captions and labels.
- ❑ A list of captions or titles for each photo.
- ❑ Tell us interesting things about yourself such as past awards, publishing accomplishments, hobbies, or even a funny story that would interest a reader. Do you shoot part time or full time?

IFPO Member# _____

Name: _____

❑ Keep this submission and make it AVAILABLE for publication and/or the Grand Prize in all future issues.

❑ I HAVE inclosed a RETURN MAILER with adequate POSTAGE.
Please consider this submission for publication and/or the Grand Prize for the next _____ issues ONLY and return it to me.

Address: _____

City / State: _____

Zip Code/ Country _____

Phone: _____ Fax: _____

Submission of your entry grants *Today's Photographer* permission to publish your story or photos.

signature _____ date _____

Editor's Sweepstakes, PO Box 777, Lewisville NC 27023-0

PHOTOS THAT SELL

PHOTOS BY IFPO PHOTOGRAPHERS JIM MURPHY, ROD SCHMIDT AND MARGARET HUNTER

"I made $3,275 from one image!"

How many times have you read or heard such a claim? Can it possibly be true? The answer is yes. But before you spend the six digit income you expect to receive from your next roll of film, let's understand how it can happen.

An image which has the power to stop the eye and evoke a response from a broad base of viewers can be sold many times year after year. If you sold the "rights to use" one image 25 times at an average sale price of $131.00 over a few years you could truly earn $3,275. Sales prices vary according to use. You may command $900 for one use and only get $50 for the next one -- but it's all money and contributes to long term income.

How would you like to have a dozen or so "workhorse" images working for you? It is certainly within the realm of possibility if you understand who buys, why photos sell, which ones sell again and again and how to sell yours.

Who buys photos?

Nearly everyone who uses them on a regular basis! Advertising agencies, newspapers, magazines, trade journals, corporations, publishers, the travel industry and paper products companies are all huge buyers of photography. There are countless others. So the problem is not locating buyers; it is finding the right buyer for your work. If you have quality work, match it to potential users and persist in your efforts, you are almost sure to be rewarded by sales.

The first step is to learn who buys photos, and from whom. Some publications buy only from stock photo agencies. More recently many buy directly from photographers using the internet to locate them. Others merely contract photographers and assign the project. Don't disregard these, contract work can be very profitable. However, when establishing a market for your photos, you may have to target smaller, less frequent publishers, who often publish photos submitted by outside photographers. Remember that editors and other users will not usually approach you asking to see your work. In order to get your work in front of them, you must make submissions!

Why do photos sell?

All of us have heard, "A picture is worth a thousand words." That adage is not in jest. To succeed every advertiser, (using advertiser in the loosest terms meaning anyone with a message which must be communicated to a broad audience of readers) must have a way to stop the reader/viewer. Photographs that command the viewer to take a second look are proven "eye stoppers." Those are the ones an advertiser will buy and use to capture the viewers' attention long enough to get an additional message in front of them. You can enhance your chance for sales substantially by offering images with space for titles, headlines, logos or other information.

Countless type of photos are "eye stoppers," but two distinct types can be described. One is a powerful, simple, straight forward image. The attention getting element could be lighting or a strong color, a dramatic subject, setting or an unusual style. Its technical or creative excellence may simply be overpowering or it could be a totally "different view" of an old, familiar scene. The most commonly used straight forward image is a human face making direct eye contact with the viewer.

The other type is more low key. It allows the reader/viewer's mind to run freely, to get involved and to create or imagine his own story. It has the power to uplift or soothe one's spirits. It could provide a natural, neutral, resting place such as a sunny meadow to get lost and dream (and therefore digest the advertiser's message). One could argue vehemently that either type is better. What is best is the one that works -- for the advertiser, the client, the publisher and the photographer!

Photos already in existence (stock photos) often sell because it is more economical for the user than assigning a photographer to do a project. Even if the user pays $500 for a one time use? Yes. Assigned photography can range from $350 to $1000 or more per day! Even at those prices the client may not get satisfactory results but must pay the bill anyway -- and occasionally pay for re-shoots!

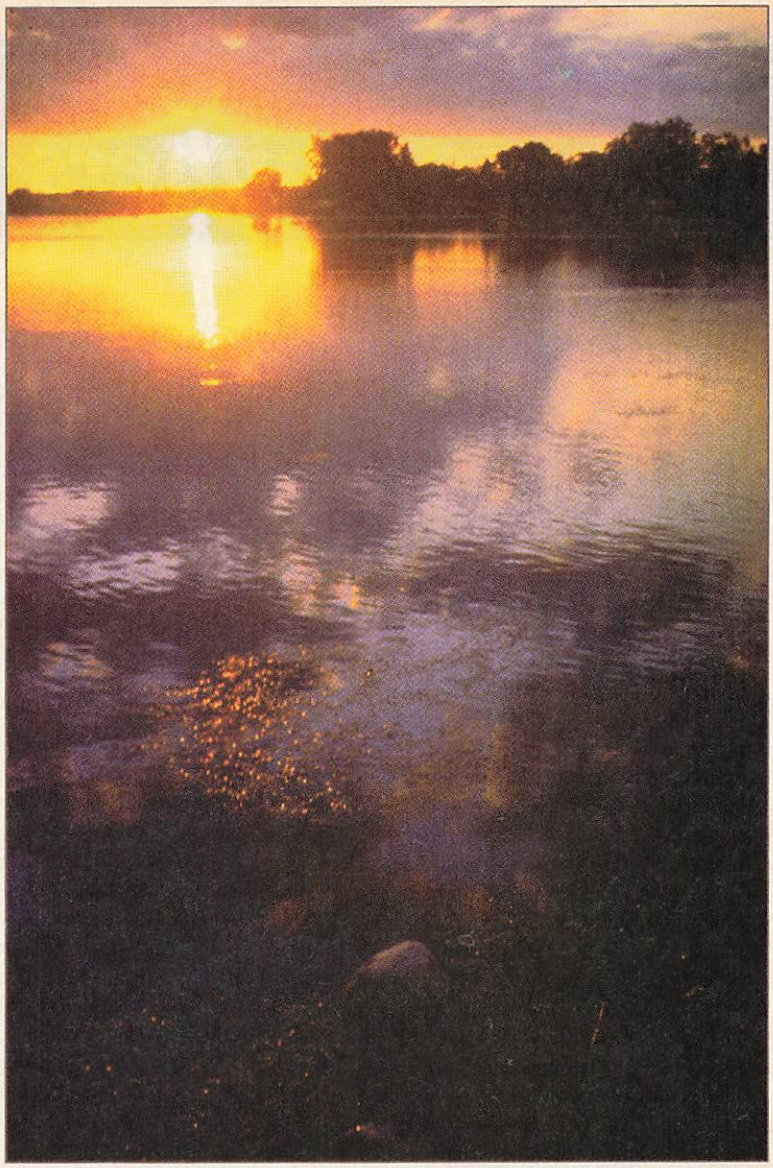
In addition to economics -- convenience, choice and quality are also factors. The buyer can conveniently review dozens of stock images without leaving his place of business. He (or she) can choose the photos he may wish to buy and inspect the reproduction quality of each one right on the spot. He only pays for the ones he buys.

Another value of the review process is finding the surprise image -- the one that pops up (beyond the range of anything the buyer originally had in mind) and zaps him into buying! Such images, which are usually a one of a kind shot, simply cannot be assigned. Frequent buyers know that -- another reason why they love to peruse stock photos (especially on the internet) rather than make the assignment!

Which photos sell best?

The sharp ones that are seen most often by potential buyers! How do you get one image in front of fifty buyers in one lifetime? You duplicate it (using a reliable processor) and then make fifty submissions! Better yet, put it on the internet where it may attract thousands of buyers in a lifetime. It may not be quite that simple but that's the general scheme of things to

... AGAIN AND AGAIN!

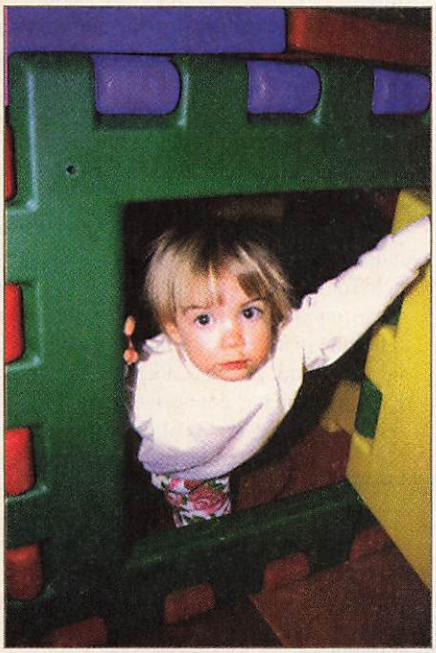


IT'S NOT TOO LATE ...!

LAKE AT SUNSET IS A LOW KEY EYE STOPPING PHOTO. IT IS A POWERFUL, SIMPLE, STRAIGHT FORWARD IMAGE WHICH OFFERS LOTS OF NEGATIVE SPACE FOR THE ADVERTISER'S MESSAGE. IT'S A TIMELESS IMAGE THAT SUGGESTS A NATURAL ENVIRONMENT WHERE THE PACE IS SLOWER AND LIVING IS EASY, YET IT'S VERSATILE ENOUGH TO CARRY A VARIETY OF MESSAGES.

IT'S NOT TOO LATE ... TO GET AWAY!
IT'S NOT TOO LATE .. TO MOVE!
IT'S NOT TOO LATE ... TO PLAN!

Photo by Jim Murphy, IFPO Stock Gallery on the internet: www.aipress.com/stock.html.



DO YOU CARE?

.. IF MY SHIRT WAS MADE IN AMERICA? IF I SPEND MY LIFE PAYING OFF THE NATIONAL DEBT? IF I HAVE SAFE TOYS? IF I GET AN EDUCATION? IF I'M ABUSED? IF I HAVE HEALTH CARE? IF I BREATHE CLEAN AIR? THE LIST IS ENDLESS.

JORDYNN IN PLAY BLOCK CONFRONTS THE VIEWER WITH AN INNOCENT 'LOOK' WHICH COMMANDS ATTENTION. HOW COULD YOU POSSIBLY MOVE ON WITHOUT PAUSING FOR A SECOND? (REMEMBER THE ADVERTISER ONLY NEEDS A COUPLE OF SECONDS TO GET A MESSAGE ACROSS.) KIDS' PHOTOS ARE FLEXIBLE AND HAVE UNIVERSAL APPEAL. THEREFORE THEY CAN SPEAK FOR A VARIETY OF INDUSTRIES AND ISSUES FAR BEYOND KID STUFF. *Photo by Rod Schmidt, IFPO Stock Gallery on the internet: www.aipress.com/stock.html.*

be done if you intend to make multiple sales of the same image in a reasonable period of time.

How do you select an image to promote? A good place to start is with one that has already sold once. Why shouldn't it sell again? And again? If you've never sold your work, a quick review of six reasons why photos sell may be helpful to you.

- *The image that catches the eye* of the viewer to create a mood or evoke a feeling tops the list. It is truly an advertiser's dream to be able to captivate a broad base of viewers long enough to communicate a message through a powerful headline or a few words of text.
- *Universal appeal* also sells a photo, i.e. it must be easily recognized and be of interest to a large market of viewers. The photograph must be flexible in its intent. The more buyers that are able to use the same image, the better chance for sales. A photo of a child has univer-

Continued on r

What are Photographers'

NOSTALGIA
MODEL KRISTI BUHLER FITS RIGHT INTO A MOMENT FROM THE PAST IN THE LOCKHEED CONSTELLATION (NICKNAME CONNIE) TURBO PROP AIRPLANE. TO CREATE THE SEPIA TONE EFFECT, ILFORD XP2 SUPER B/W FILM, ISO 400/27 WAS PROCESSED IN C-41 CHEMISTRY. THE PURPOSE OF THE SHOOT WAS TO RAISE AWARENESS OF THE *SAVE -A-CONNIE* PROGRAM.
©1999 Dennis Hodges IFPO

Many photographers believe that to sell a photograph would fulfill their fondest dreams. That certainly could be true. It is certain, however, that one of the highest compliments that can be paid to a photographer is that his work sells.

The first consideration in selling a photograph is to make sure who really owns the rights. Most often, without question, the photographer owns the rights and can authorize the use of the photograph for publication or reproduction and sell prints as often as he wishes. Occasionally this may not be true if ownership falls under work for hire or contract photography.

Works for hire

A photographer who is employed by a company to take pictures *does not own* the rights to photographs taken on the job. That is considered work for hire. All photographic rights belong to the company.

Some employers require employees who are hired as photographers to sign a 'work for hire' contract. Even if there is not a contract the employer still owns all rights, including copyrights, to all creative works produced on the job by an employee. The photographer has absolutely no rights to such works.

Contract photography which is negotiated between a photographer and a client (not an employer and employee) may fall into the same category as works for hire or not. The ownership should be clearly stated and agreed upon in writing by both parties as the first item in the contract.

Commissions and assignments

Photographic works done on commission and certain assignments can create a gray area. It may not be clear who owns the rights, the photographer or the company that commissions the project. Often the company will require the photographer to sign a work for hire contract which gives the company complete rights to the photographic project.

A photographer may wish to avoid signing such contracts. With careful negotiation, agreements can be made which favor both parties. The photographer may be able to retain his rights by contracting certain rights to the company and lowering his fees to compensate for the retained rights. If a company insists on reserving all rights, the photographer should certainly claim a higher fee for the work.

Photographer's rights

There are several terms related to rights that are accepted in the photographic industry. It is extremely important to understand the rights of ownership, rights to use and copyrights before entering into sales or contract agreements.

Full ownership, including copyrights, practically always belongs to the photographer except in works for hire and certain contracts.

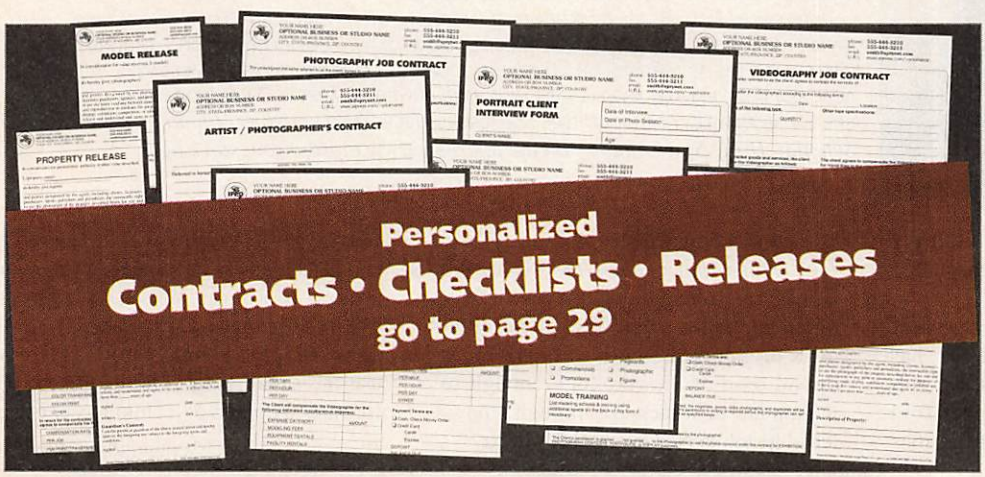
Use rights are varied and must be clearly understood before entering into an agreement for use of an image.

One time rights. The buyer has the right to use the picture for the *agreed to* purpose only one time. This use does not guarantee that the image has not been used before.

First time rights. Applies to the buyer wishing to be the first to publish or use a particular image one time. Once published all rights revert back to the copyright holder.

Serial rights. Magazines and newspapers buy these rights to insure that their publication will be the only periodical of its kind to publish the photo. Serial rights usually do not prohibit the sale of the same photo to other non-periodical users.

Exclusive rights. The buyer has exclusive use of a particular photograph for a specific period of



Rights?

By Dennis Hodges IFPO, Kansas City, MO

time. It is not unusual for this period to be one to two years or even longer. At the end of the period, the photographer regains all rights to the image. Calendar companies usually ask for exclusive rights.

First edition rights. The rights to a photograph are sold for the first printing only of a book or catalog. It cannot be sued for a second printing without further negotiation.

Related rights. The most common use for related purpose is for advertising. The cover of a book, brochure or magazine may need to appear in an ad.

All rights. The holding of exclusive rights to the use of an image, which can be contractually limited in time or media usage. Copyright may still reside with the creator.

All rights, including the copyright to a work, may be permanently sold to the buyer. This should be avoided unless you are paid very well or if the use will benefit you substantially. The exception could be a picture which might soon become outdated and have no value. Then it might be wise to relinquish your rights and collect the money.

The photographer reserves the right to approve the general use of a photograph each time it is sold to a new buyer unless *all rights* have been sold.

Specific rights. Grant usage rights that are only spelled out in a contract or invoice.

Distribution rights. Limits the use of an image to a specific area of usage (i.e. a regional publication versus a national magazine.)

Buy-out of all rights. Consists of the actual sales of the copyright, the image and any subsequent usage.

Copyrights

Copyright is a form of protection provided by the laws of the United States (title 17, US Code) to the authors of original works of authorship including literary, dramatic, musical, visual arts and certain other works. This protection is available to both published and unpublished works.

All photographs are protected by copy-

Continued on page 61

Short Cuts To Cash

Model Consulting Is the Key

By Dennis Hodges IFPO, Kansas City MO
Model: Kimberley Johnson.
Film: AGFA HDC Print

Being a model consultant means many things...you're a photographer, a writer, a creator and perhaps above all, a confidant to the models. Models will come to you with their aspirations and dreams and it's up to you to spot those with potential and get them started. In the process, it's important to build a strong professional rapport with each one.

To do this you and the model must act as a team to create pictures that sell -- first to the model then to a prospective client or as a product to the public. If you have the photographic skills, the eye for talent and the initiative it takes to sell your ideas, model consulting is for you. For me this program became very beneficial in promoting my business and making new contacts outside of the studio while helping models find work.

How I started

I began by running a two line classified ad in various newspapers and publications. My ad was very simple: Models needed. Call (000) 000-0000. I ran the ad once a month each time putting it in the paper on different days of the week. I set up one day a week for interviews.

When anyone called for more information I told them that I was looking for amateurs as well as professionals and asked them to come to a meeting to complete an application. (If you tell them everything over the telephone they have no reason to come in to talk to you.)

I scheduled everyone to come in at the same time, this way I only had to go through my speech once. I learned from experience if you try to interview each person individually you can waste a lot of time. Also you always have a lot of "no shows" which doesn't matter that much if you are working with a group. On the other hand I have had as many as seventy-six people show up at one time.

At the meeting I would have them fill out an information sheet with name, age, color of hair, color of eyes, height, weight and contact information. If you get a lot of calls from the ad or if you are expecting

Continued page 49

SHOOTING MODELS

LEO GENDELBERG IFPO

Models love this idea because the photo shoot costs them nothing..

Photography has always been a truly magnificent art of capturing a moment on film and viewing it at any moment of your life without ever losing the essence of the scene.

Wedding photographers have the pleasure of creating lasting memories for newlyweds who can one day look back at such photos and have fond memories of their past. Photographers who shoot children have the joy of photographing silly, funny and amazing kids who can also look back and see how cute and adorable they once were. Landscape photographers have the joy of visiting the most amazing places on earth and giving others the opportunity of seeing scenes that they might have never seen.

There are also many other photographers who enjoy the fun of taking pictures and creating those unforgettable 'Kodak' moments.

Fashion photography has always appealed to me because it requires working with models, stylists and designers at the same time. It is truly an amazing field, but it is in a highly competitive market for photographers.

Highly populated states such as California, New York and Florida have huge numbers of photographers all in the business of advertising their services to capture and keep a client. Some photographers use newspaper and magazine ads, fliers and current or past clients to attract new business. Even so, with the ratio of photographers to models, it is certainly a battle to make money.

Once a model has the experience to start working with various agencies, the agency will usually recommend working with one of their own photographers. The agency photographer will be able to do a test shoot, then produce a high quality portfolio at no cost to the model since the photographer is employed by the agency.

With so many photographers and so many different forms of competition, did you ever wonder how you could make money? I have a tested method that will set you apart from your compe-

CAN MAKE YOU $1000' S

S WIN/WIN PLAN BRINGS IN BIG BUCKS

How To Beat The Competition in Fashion Photography

By Leo Gendelberg IFPO Brooklyn, NY

tition. It's based on keeping your costs low while producing an excellent product. And I assure you that you can make lots of money doing fashion photography! My method is easy.

Cut studio costs. It is best to shoot modeling portfolios outdoors since there are incredible backdrops virtually wherever you live. A beach, park or garden provides beautiful locations that will turn out fabulous photos. Models truly enjoy being outside compared to the constraints of a studio. Shoot 36 exposures of each model.

Purchase film in bulk. I usually purchase Kodak Gold 100, 36 exposure for under $2 a roll. Quite a savings from over the counter purchases.

Lower lab costs. Processing can be inexpensive as well. I do not advise going to a professional lab since they tend to overcharge for services in general. Most discount stores such as K-Mart, RiteAid and Walgreen's usually give their photo developing to good labs and charge less than $5 a roll to process.

Save shipping costs and losses. Once the photos have been developed and sorted, schedule an appointment for the model to come in and view the photos in your home office or place of business. Shipping costs add up plus you run the risk of the photos getting lost in the mail.

Give the model ALL the prints straight from the lab at no cost! Of course you want to give her the opportunity to select the ones for enlargement first. If you have done a good job the model will choose several enlargements for her portfolio. My average is seven (7) enlargements from a 36 exposure roll of film. But you virtually have to sell only one enlargement to cover your costs of the shoot. Everything after the first enlargement sold will be clear profit for you.

Make your money selling enlargements. You can make $20 profit per enlargement. The going rate for 8 x 12 enlargements in the modeling industry is $25, which should cost you no more than $5 to produce.

Models love this idea because the photo shoot costs them nothing. They understand that you will work hard to get good photos because you only sell enlargements! A model can spend $200 with me for eight enlargements of her choice with no financial risk up front. Models often have to pay photographers $800 to $1,000 for a portfolio shoot without knowing what will be the finished product will be. My models are relaxed, which improves my success rate, because they know that they will only purchase the ones they like to enlarge.

By my calculation when I sell eight (8) enlargements to one model, my profit is slightly more than $150 per roll of film.

Try it -- you'll like it. Ω

list your stock photos now -- make your own sales

START SELLING YOUR PHOTOS

Successful stock libraries contain HIGH QUALITY images of everyday life situations. IFPO members shoot such images everyday as a matter of course. However, unless a photographer has hundreds or thousands of images, he may be shunned by the large stock houses. This could happen for two reasons, he simply may not be recognized as a successful stock photographer or his stock of a few dozen images is too small for an agency to consider. The IFPO Stock Listing service removes these barriers totally and opens doors to the international sales market.

IFPO's Stock Listing Service

The following elements clearly distinguish the differences in the IFPO Stock Listing Service and a stock agency:

1. The service provided to IFPO members is a STOCK PHOTO LISTING SERVICE and NOT an agency.
2. Each photographer manages his own sales.
3. No commissions will be charged ever.
4. Image buyers will browse the IFPO image bank on the internet, select the photos, get the price, index number and contact information to order directly from the photographer who owns the images.
5. Members may set their own pricing for each photo sold.
6. Complete copyright standards will be available at the site for image buyers and IFPO member photographers (the sellers).
7. Image searches by buyers may be made by subject.
8. The most important part of any Stock Photo Service is its indexing system that allows an image buyer to identify a photo for purchase. Members are asked to identify their pictures by their 5 digit member number plus a 5 character code of their own choosing. Example: IFPO member 99999 might use Index Codes of 99999-KID01, 99999-KID02, etc.

ADVANTAGES OF THE IFPO STOCK GALLERY SERVICE

www.ifpo.net/stock.html

- **List only the number of quality images** you wish to list -- not 10,000 to 50,000 as required by agencies.
- **You can add fresh images** at your convenience. No minimums are required -- such as the 1000 new images per year by many agencies.
- **There are no contracts, exclusive or otherwise** -- to tie up your images for years as with an agency.
- **The price you set is what you get** -- could never happen with an agency.
- **There are no commissions ever** -- unlike agencies who always take at least 50 percent of sales.
- **Income from sales is instant and all yours** -- very different from agencies where payment usually follow sales by 6 to 8 months.
- **Model and other applicable releases are required** for stock images listed with IFPO -- the same as with an agency.
- **Current and new clients can see your fresh images** instantly and contact you to buy -- which could never happen with a stock agency.
- **The more images you list** with the IFPO Picture Listing Service the more likely you are to make money -- which is the same as with an agency.
- **The more SUBJECTS you list with the IFPO Picture Listing Service,** the more likely you are to make money over the long

STOCK GALLERY

REGISTRATION FORM (IFPO MEMBERS ONLY)

name _____ IFPO Member # _____

business name (optional) _____

address _____

city, state, zip, country _____

contact name: _____

contact method: (phone, fax, or email) _____

IMPORTANT: Allow 30 days for IFPO personnel to scan your images and post them for sale in the Stock Gallery. Be sure to add the Stock Gallery URL (www.ifpo.net/stock) to your business cards, letterhead and all your promotional material.

TERMS AND CONDITIONS

Credit Card Orders: when you submit your stock gallery materials, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your photos are ON-LINE. Your first partial month is FREE! Minimum 12-month committment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.

Checks or Money Orders: when you submit your stock gallery materials, enclose a check or money order for the amount of the set-up fee PLUS $59.70, the first six months of the monthly fee. You will then be billed at 6 month intervals.

I agree to the above terms and conditions. I enclose my photos:

☐ **#ST31**, 12 photos, set-up fee **$29.00** and monthly fee: **$9.95**

☐ **#ST32**, 24 photos, set-up fee **$49.00** and monthly fee: **$9.95**

(#ST32 is a limited offer that expires 3/31/2000)

signature _____

Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

mail to: **IFPO** PO Box 777, Lewisville NC 27023-0777

view the stock gallery on the internet at http://www.ifpo.net/stock.html

FOR EACH PHOTO: (make as many copies as you need)

PHOTO INFORMATION (complete 1 for each photo)	PHOTO INFORMATION (complete 1 for each photo)	PHOTO INFORMATION (complete 1 for each photo)
Image #_____-_____ (your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)	Image #_____-_____ (your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)	Image #_____-_____ (your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)
photo title _____	photo title _____	photo title _____
subject _____	subject _____	subject _____
price (or print "CALL") _____	price (or print "CALL") _____	price (or print "CALL") _____

PHOTOS THAT SELL AGAIN ... AND AGAIN

Continued from page 5

sal appeal. Photographs which convey, in a clear and simple manner, a great deal of information about the subject matter will always be in demand, especially by textbooks and trade journals.

- *Photos of exotic places* or recognizable locations around the world will always be popular. However, there is also a great supply of these "travel" photos, so you must be able to present an original, fresh view of those standard locations. Generally subject matter should be kept undated and unidentifiable except for location travel shots.
- *Photos should be versatile and timeless* in their use for long term sales potential. Clouds, sunrises, sunsets, snow scenes, ocean waves and beaches, mountains, deserts, autumn leaves and spring flowers are all timeless images and usually evoke a feeling from the viewer. You can include people or other subject matter in such scenes and possibly create a stronger viewer involvement, but you risk losing the "timeless image".
- *Timely photos* can also sell well (this is not a contradiction) but probably not as often as the timeless ones. An example would be a breaking news event such as a plane crash, war scenes such as the bombing of Pearl Harbor, a political figure or a holiday parade. Scenes from Pearl Harbor appear on the anniversary of the bombing every year in December. Most timely photos have a shorter "use life" except for documentary purposes.
- *People pictures sell more often* than any other subject. Models are used to sell virtually every product or service on the market today.

Suppose you do not use models and only photograph your family? Sell the family album! Not quite, but certainly review it carefully keeping in mind that cute kids sell everything from cereal to tires. Trendy growing families advertise lifestyle products from suntan lotion to walking shoes. Grandparents on bicycles, boats and planes illustrate the benefits of investment, travel, vitamin pills and hundreds of other products! Traditional family pictures appeal to the "hearth and home" users such as food and furnishing advertisers. One could go on and on.

Now that you know a little about which photos sell, you can begin to evaluate yours! Do not be limited by just the reasons mentioned here. You may have photos that will sell for many other reasons.

Continued on page 18

REFLECTIONS...

ROSE AND BUD IS AN EYE STOPPING PHOTO WHICH IMMEDIATLEY TRIGGERS THE IMAGINATION PROCESS. IT SEEMS TO TRANSMIT A FEELING OF HOPE, LOVE, CARING, AND SPIRITUAL WELL BEING. THE ADVERTISER'S MESSAGE COULD BE FOR ANY PRODUCT OR SERVICE RELATED TO A LIFESTYLE OF COMFORT, BEAUTY AND CARING. *Photo by Margaret Hunter, IFPO Stock Gallery on the internet: www.aipress.com/stock.html.*

now you can publish your photos on the exclusive

TOP PHOTOGRAPHERS WEB SITE

The HOME PAGE Program is like a complete photographer's PORTFOLIO, RESUME and ADVERTISING BILLBOARD on the Internet. It can contain complete biographical information, contact information, PUBLISHED or AWARDED photos, or other CURRENT photos that you want to represent you. Your HOME PAGE will have a unique address (called a URL) much like your mailing address that you can put on your business cards or other promotional materials you distribute to potential clients. Clients can then view your portfolio and read your accomplishment facts ON-LINE any time they wish from ANYWHERE in the WORLD!

IFPO Internet HOME PAGE Program

contact information: to be published on your web-site

name IFPO Member #

business name (optional)

address

city, state, zip, country

phone/fax

email, other

IMPORTANT: Allow 30 days for IFPO personnel to scan your images and create your Home Page. Be sure to add your Home Page URL (www.aipress.com/~yourname) to your business cards, letterhead and all your promotional material.

TERMS AND CONDITIONS

Credit Card Orders: when you submit your Home Page materials, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your your Home Page is ON-LINE. Your first partial month is FREE! Minimum 12-month committment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.

Checks or Money Orders: when you submit your Home Page materials, enclose a check or money order for the amount of the set-up fee PLUS 119.70, the first six months of the monthly fee. You will then be billed at 6 month intervals.

I agree to the above terms and conditions. I enclose my photos:

☐ **#HP31**, up to15 photos, set-up fee **$49.00** and monthly fee: **$19.95**

☐ **#HP32**, up to 30 photos, set-up fee **$99.00** and monthly fee: **$19.95**

(#HP32 is a limited offer that expires 3/31/2000)

signature

Visa/MasterCard/American Express/Optima Card # expiration date

mail to: **IFPO** PO Box 777, Lewisville NC 27023-0777

view the top photographers on the internet at http://www.ifpo.net/topphotographers

If convenient, look at other homepages on our Top-Photographers web-site for ideas. Links to Top-Photographers are on our main home page at www.aipress.com. A good example site is: http://www.ifpo.net/~ellefsen

HOME PAGE information guidelines

The information needed to create your Home Page (print or type clearly):

CONTACT INFORMATION you wish to appear on your Home Page.	Memberships, Associations, Publishing Credits, Prizes or Awards.
MOTTO, SLOGAN or Describe Your Specialty (ie: on-location child photography).	Accomplishments, Assignments, current Projects and Career Objectives in photography

Send b/w or color prints or 35mm slides. Number your pictures or slides. Include a printed or typed list of your pictures with a title or caption for each one. Be sure to put your member# on each photo or slide. Model releases are required for any photos that have human subjects that are not in the public domain.

If you want your photos returned, enclose a self addressed mailer with correct postage. At minimum, we require contact information along with photos with titles to create your Home Page.

We will assign you an Internet U.R.L. (internet address) in this form: **http://www.ifpo.net/~yourname**. U.R.L.'s are all lower case and have no spaces. Please include any suggestions for "**yourname**." Avoid long strings of characters like "millersphotographyandvideographics". Use names like "paulmiller" or millerphoto."

Be sure to print your U.R.L. on your business cards, letterhead, etc. This Home Page is your internet portfolio, and you want as many people to visit as possible.

Behind The Scenes:
Protect Your Film From New Airport Scanners

by N. Garrett Chan, CPMP, IFPO Honolulu, HI

For years people at the airport have given us assurance that airport X-rays don't really damage photographic film, but a recently reported, horrifying scenario has sparked new attention. Footage shot last year for a BBC documentary in New Guinea was badly fogged apparently as a result of scanning by an entirely new airport X-ray system.

Unlike the old machine that used lower level radiation to examine checked baggage, the new high powered X-ray systems being installed in airports worldwide can indeed damage unprocessed film. Such security measures are bothersome for photographers, but are understandably necessary in light of growing concern for airline safety.

A recent respected study by PIMA (Photographic and Imaging Manufacturers Association) gave some details how this new equipment can affect your travel plans. The new systems, commonly used to screen checked baggage, employ high intensity X-rays in a long duration scan. Such radiation may cause damaging streaks and unacceptable fogging of all speeds of unprocessed film although high speeds of film show more damage.

Computers, cameras, digital equipment and magnetic media such as disks and tapes and processed film are NOT affected by X-rays.

The new systems work in two stages. The machine first sends a beam through checked bags to "interrogate" the contents. If an alarm is triggered by a dense object (batteries qualify as a dense object), a high intensity scan then is used on it. This is a narrow one-centimeter beam that may or may not 'slice' a small package of film inside a large piece of luggage. The larger the quantity of film, the greater the odds that slice radiation may strike some rolls. The effect is cumulative. Fogging will be increased if a roll of film is radiated repeatedly.

PIMA also reported that another scanner system is being employed which uses continuously rotating scans which scan the entire bay. All contents of all luggage receive high energy X-ray exposure. Even a single roll of film won't escape undamaged. In addition to fogging, radiation also significantly increases graininess. The prevailing advice is -- do not pack your film in checked luggage.

What about carry-on bags? Luckily for photographers, typical concourse scanners which check carry on baggage use a lower level radiation. In an extensive test by PIMA, even 50 scans didn't produce any noticeable damage to slow film, in spite of the cumulative effect of multiple doses. Theoretically, the low intensity rays do fog all unprocessed films to some extent, but the results aren't visible to the naked eye, even under high magnification.

END OF SUMMER HAWAII
©1999 N.GARRETT CHAN, CPMP, IFPO

Beware, however, some countries may be using high dosage systems even for carry on luggage or some scanners are not calibrated equally. Also multiple passes through a correctly calibrated system may cause fogging.

If you are concerned about the risk of damage to unprocessed film in carry on bags there are alternatives.

The old standard practice, which is to remove all film from its package, pack in a clear zip-lock bag and place in the top of your carry on luggage still works. At the concourse scanner, remove the bag of film for visual inspection. This requires patience but is worthwhile.

Other options include shipping film to your destination by courier. Before you do that, check with the carrier to make sure they are not using the same X-ray system that you are trying to avoid.

Buying and processing film at your destination maybe a logical alternative -- that's assuming that the price is right and labs are high quality and affordable. But, what if it doesn't meet your standard, then what? You are really left with no recourse.

To avoid X-ray damage and ensure the safety of your film use the simple guidelines that follow:

- •NEVER pack film in checked baggage.
- •Prepare to spend extra time at the airport to ask for visual inspection of film which has been removed from its carton and placed into clear zip-lock bags.
- •Have a lead-lined container in your carry on bag as a back-up when visual inspection is not permitted.
- •Research your destination for film prices and quality of labs.
- •If you ship film to your destination, make sure the carrier is not using high intensity radiation. Mark the package, "Un-exposed film, do NOT X-ray."

Your best protection is knowledge. Understand your films and the potential damage. ISO 400 can take up to five low dose scans without noticeable damage. ISO 1000 and higher speeds may not withstand even one low dose scan.

Finally, find out what types of scanners are used at your airport as well as the ones en route and at your destination. After all protecting your images for one assignment may be the key to your future success as a freelance photographer. Ω

Coverage Day by Day

...A "Full Frame" competition shot for editors. Pre focus on track and wait...

Trans Am Support Race
Canon Eos 1n, 600mm f/4.
AGFA RSX II 100.
Shutter Priority @ 1/125.

I have two passions that influence almost every decision I make in life! Photography and Motorsports! Being able to photograph a major 'world class' race is positively one of the most fantastic things that I could do in my life; it is one of the only reasons that I work a 10 hour night shift in a factory to help pay for my race car photography habits!

I have been attending motor sporting events (INDY, SCCA, NASCAR, CART, F-1, Hydroplanes, etc.) for over 40 years now -- my father started taking me along before I was even one. Nowadays IFPO helps get gain access to such events. My strategy for covering these events is totally different from attending as a fan. Hopefully, the tips offered here will be valuable to anyone lucky enough to acquire press credential to a similar event.

Long before the race weekend, I apply for and verify that I have press access. Only then do I arrange travel, lodging and camera equipment rentals if necessary.

Press Access and Media Relations

I would like to commend ROAD AMERICA'S Media Relations Director Roger Jaynes and his staff for being the best "crew" in the business. They have always treated me as a working professional photographer and do everything in their power to accommodate any of my needs. Being able to gain access to areas such as the Media Tower behind the start and finish line is invaluable!

Media 'shop talk' is an important part of these events and may even influence shooting. I was able to pick up on some potential sponsor and driver changes from the major network television sportscasters. Sure enough, a couple of races after Road America, Valvoline announced that it would not return as a sponsor in open-wheeled racing next year.

Team media packets, which contain facts, figures, and addresses for the teams and sponsors, are extremely useful for sending sample photographs from the race.

...Timing to get exhaust fire!..
Two Trans Am Racers Cresting Hill.
Canon Eos 1n, 600mm f/4. AGFA RSX 100. Shutter Priority @ 1/125.

Equipment

Equipment rentals are necessary if you do not own what is needed to do the job right.

In order to get those 'frame-filled' shots that editors love and because safety concerns are keeping everyone a safer distances, this year I rented a Canon EOS 1n camera and a 600mm f/4 lens (valued at $10,000) to compliment my Nikon F4 and 8008 cameras, 70-210mm and 28-70mm lenses and a Nikon SB-24 Flash.

This also takes come arranging with your insurance agent to protect yourself from a potential financial disaster! A special thanks to the staff at Calumet in downtown Chicago for all of their cooperation and help in providing many sports photographers rental equipment that cannot be purchased on most freelance budgets.

Winning Strategies at Road America

The 1999 Texaco Havoline CART Weekend

By Kendall K. Krebs, IFPO Pella, Iowa, USA

Now to move on to my day to day activities for a major race. I always try to arrive no later than Friday morning to check in with the Media Relations staff, obtain a schedule of events and a track map. I if am not familiar with that particular track, I use the map to survey the corners and determine at what time and at what angles the sun will be shining on them for the weekend races. That allows me to plan what corners to cover and when to get some back-light, front-light and rim-light photos. With the beautiful paint schemes used on race cars today, I have started to used some rim-lighting for more dramatic effects.

Friday's schedule will usually consist of practice for the main events and practice and qualifying for the support races. This is the day that I normally try to get my single car shots and any special effects such as 'speed blur' shots. I do single car shots to get sponsor logos on the cars or in the background. Also to get interesting angles and action in a corner or to show battle damage caused by contact with other cars.

I used to think that 'blur' shots were easy (I was able blur car photos when I was only 10!), but there is a major difference between blurs from inexperience and getting a blur that will add some special drama or effect to the photo. The amount of blur that makes the best photo is a matter of personal taste. Some people prefer a lot of blur throughout the image while others prefer to blur some portion and yet have something in the photo in clear focus.

On day two, which is usually Saturday, I photograph the crews preparing for practice and qualifying, drivers in their cars talking to their crew chiefs and the support races. Shooting some pit stops on practice day allows some advantages over race day because you are able to get into the pit lane area with the crews.

...Rim Light to show car colors. Timed a pass to get both cars in frame. Lucky!!

CART Race: Al Unser Jr. and Greg Moore at speed

Nikon F4.70-210mm f/4.5. Fuji Velvia 40. Shutter Priority 1/60

Continued on page 63

ASSIGNMENTS NOW!™

FREELANCE PHOTOGRAPHER'S ASSIGNMENT BANK on the INTERNET

GET ASSIGNMENTS or SELL PHOTOS you already have!
Assignment and Picture Editors and other Photo Buyers have DIRECT and INSTANT INTERNET access to this vital information from ANYWHERE in the WORLD!

Editors and Photo Buyers Find You!
Photo buyers and Editors can search the assignment banks by: COUNTRY, STATE or PROVINCE, CITY or PHOTOGRAPHERS' SPECIALTY. Check it out at:
http://www.ifpo.net/assignment.html

more than 12,000 searches per MONTH!

If you're on it, Assignment and Picture Editors can find you for the dream assignments you've been looking for! Registrations are accepted on a FIRST COME, FIRST SERVE basis!

Assignment Registration Form

(IFPO MEMBERS ONLY!)

YOUR CONTACT INFORMATION

name _____ # I.D. _____

studio or business name (optional) _____

address _____

city, state, zip code, country _____

phone _____ fax (optional) _____

email address(optional) _____ home page URL (optional) _____

TERMS AND CONDITIONS

Credit Card Orders: when we receive your registration form, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your your Data Bank information is ON-LINE. Your first partial month is FREE! Minimum 12-month committment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.

Checks or Money Orders: when you submit your registration form, enclose a check or money order for the amount of the set-up fee PLUS 119.40, the first twelve months of the monthly fee. You will then be billed at 12 month intervals.

I agree to the above terms and conditions. I enclose my fees as follows:

☐ **#ADB21**, $10 per SPECIALTY set-up fee ___ . ___ and monthly fee: **$9.95**

☐ **#ADB31**, 10 SPECIALTIES, set-up fee **$49.00** and monthly fee: **$9.95**

(#ADB31 is a limited offer that expires 3/31/2000)

signature _____

Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

LIST YOUR SPECIALTIES:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Choose from these Specialties or Name Your Own!

All Assignments
Animals
Breaking News
Celebrity
Child
Crime
Commercial
Concert
Convention
Digital Imaging
Education
Entertainment
Environmental
Expedition
Fashion
Fire
Glamour
Group
Insurance
Landscape
Livestock
Model
Motor Sports
Nature
Outdoor
Pet
Photo Restoration
Portrait
Press
Product
Public Relations
Real Estate
Scenic
Sports
Storm Chasing
Travel
Wedding
Wildlife
World News

TOLL FREE: **1-800-654-9557** *(CREDIT CARDS ONLY!) or* BY FAX: **1-800-283-5989**

ON-LINE: http://www.ifpo.net/feelance.html

or MAIL TO: **A.D.B. PO Box 777, Lewisville NC 27023-0777**

IFPO's 18 PROVEN PROGRAMS

1 **PRESS CREDENTIALS** •Gain Access to controlled events! Sports, Concerts, Crime Scenes, Fires, Storms, details on page 20, 21, 22, 23
2 **ASSIGNMENT DATA BANK** •Register for Assignments! "Dream" assignments you've always wanted can really be yours! see page 16.
3 **STOCK PHOTO GALLERY & SALES** •SELL the photos you've already taken! page 10.
4 **INTERNET HOME PAGES** •on **TOP PHOTOGRAPHERS web-site**! Display your photos, awards, credits, resume and contact info. page 12.
5 **TODAY'S SPORTS magazine** •gain access to sporting events, complete credentials. page 64.
6 **MERIT & ACHIEVEMENT** •Gold Seal Merit Cards in the 60 categories. page 26, 27.
7 **IFPO CREDENTIALS** •Clout to succeed with an internationally recognized organization. page 62.
8 **PICTURE AWARDS** •Earn publishing credits and "Certificate of Publication Awards." page 50.
9 **CUSTOM BUSINESS CREDENTIALS** •When you operate your own business. page 48.
10 **PROFESSIONAL CERTIFICATION** CPMP (Certified Professional Master Photographer), CPCP (Certified Professional Craftsman Photographer and (PCP) Professional Certified Photographer. IFPO-CPACM Certification Board of Regents, 59 Canal St. Box 9, Lewiston ME 04240, based on academic merits.
11 **GLAMOUR.ELITE** •Attract celebrities and "discoveries" plus get published. page 19.
12 **LEARNING LIBRARY** •HOW-TO: weddings, sports, travel, wildlife, glamour, model portfolios, commercial, boudoir, figure, lighting: beginner, intermediate, advanced techniques for shooting on location or studio. page 30-45.
13 **FORMS (61)** •For Photographers: Technical, Contracts, Checklists, Releases, Copyrights pg 28-29.
14 **PHOTO CONTEST** Cash prizes, monthly contest, page 54-55.
15 **IFPO REPORTS** •Make money with your camera.
16 **ACCESSORIES** •Patches, windshield stickers, letterhead, business cards, etc. pages 24-25.
17 **DISTRIBUTORSHIPS** •Sell IFPO programs, books, videos and forms part or full time.
18 **NEW DISCOVERIES Model Consulting** •Pays you to discover new faces and figures while pursuing your interest in glamour photography. Page 1. Ω

International Freelance Photographers Organization

MEMBERSHIP APPLICATION

THE PROVEN BRIDGE TO FREELANCING

ABOUT YOU:

Which best describes your photography:
❑ I am a beginner or amateur
❑ I am an advanced amateur or Part-Time Pro.
❑ I am a full-time professional.

I want **PRESS ACCESS** with my camera:
❑ Sports events. ❑ Crime scenes.
❑ Concerts. ❑ Fire scenes.
❑ Breaking news. ❑ Press conferences.
❑ Celebrity events. ❑ Entertainment events.

Check each area that interests you strongly:
❑ Press photography. ❑ Sports/Action.
❑ Nature/wildlife. ❑ Travel photography.
❑ Videography. ❑ Advertising.
❑ Glamour. ❑ Commercial.
❑ Wedding. ❑ Portrait photography.

Are you available for photo assignments?:
❑ YES. ❑ NO.

Enroll me as an IFPO Lifetime Member and send my Membership I.D. Card and Parchment Certificate + Complete Membership Packet. I enclose $68 for LIFETIME Membership and **LIFETIME Subscription** to Today's Photographer Magazine PLUS $6 for priority handling and First Class Mail of my Membership Packet ($74 TOTAL).

My membership packet will include details on how I can participate in **IFPO's PROVEN PROGRAMS** for getting **PUBLISHED**, making **MONEY** and gaining **PRESS ACCESS** with your camera.

name

(optional) business name

address

city/st/zip

phone number/FAX number

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

Visa/MasterCard/American Express/Optima Card # expiration date

To join IFPO by mail, use this form or the order form on page 47 and send your dues to:

IFPO, P.O. Box 777, Lewisville, NC 27023-0777 USA

OR use your credit card and:

CALL FREE 1-800-654-9557 or FAX 1-800-283-5989

IFPO On Assignment

Success Stories

A Big Winner

Ricky Martin Captured Five Awards

©1999 by Vincent K. Brown IFPO, New York City

Thanks to the IFPO Press Program I was able to cover *The 1999 MTV Music Video Awards* at the prestigious Metropolitan Opera House in New York City.

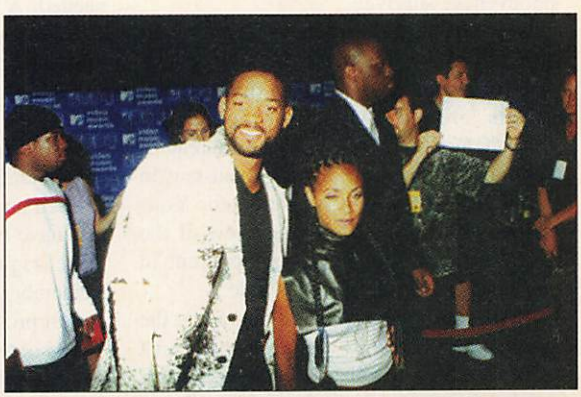
Among the nominees walking the carpet at this star studded event were Ricky Martin, N'Sync, Will Smith, Sugar Ray and Jennifer Lopez. Janet Jackson, Pamela Anderson Lee, Diana Ross, Lil Kim and David Bowie were among the presenters.

Outside screaming fans trying to catch a glimpse of their favorite star. Inside veteran photographers swapped war stories in the midst of what seemed to be a firestorm of shooting.

In just one night I received a giant dose of photographic education. Ω

On the Scene: The 1999 MTV Awards

By Vincent Kevin Brown, IFPO 44444, New York, NY



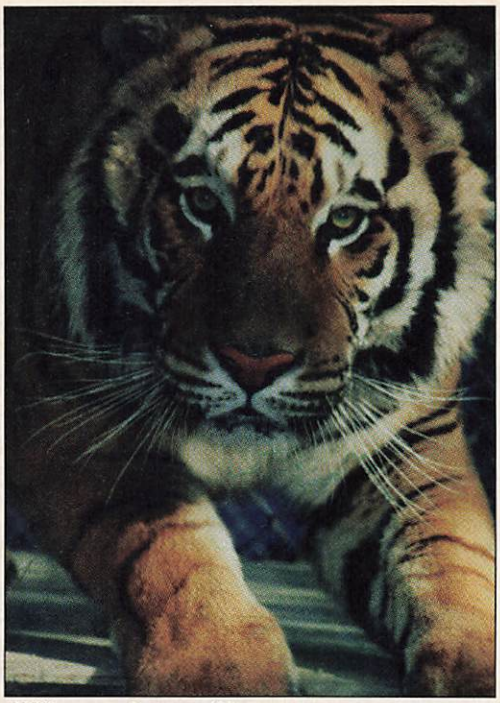
Nominees Walking the Red Carpet

Singer and Actor Will Smith with his wife, Actress Jade Pinkett

©1999 by Vincent K. Brown IFPO, New York City

PHOTOS THAT SELL AGAIN ... AND AGAIN

Continued from page 11



THE BUCK STOPS HERE!

THE BENGAL TIGER IS A COMMANDING PHOTO WHICH COULD CONVEY A VARIETY OF POWERFUL MESSAGES. THE OBVIOUS ONES ARE "PROTECT OUR WILDLIFE" OR "SUPPORT YOUR LOCAL ZOOLOGICAL PARK." BUT THE ADVERTISER'S MESSAGE COULD BE FOR ANY PRODUCT OR SERVICE RELATED TO PROTECTION, POWER, STRENGTH OR SECURITY. *Photo by Margaret Hunter, IFPO Stock Gallery on the internet: www.aipress.com/stock.html.*

Will your photos sell?

A serious intent to sell requires selecting your best photos, identifying your specialty and matching that specialty with the right buyers. Your first step is to organize and edit your current stock of photos. In this process you must select only the photos that are technically excellent. No matter how good or interesting the subject matter may be, if a shot is even slightly out of focus, incorrectly processed, or marred in any way, don't try to sell it!

Once you have selected your best photos, you should edit again -- this time using the same criteria that a buyer might use. Why is a certain image special? Will it catch the eye of a viewer? Will it reproduce well in color? In black and white? After you have honestly answered these questions, you will have discarded more of your work. At this point you should be very encouraged assuming that that some photos have survived.

Now you should be able to identify your specialty. Look for trends in subject matter, locale, use of lighting and special effects, or your own style which differs from the norm. There should be a thread of continuity, something that is consistent in all of the photos you've selected. Your unique ability to record your view of the world around you should be apparent in the works you will submit for sale.

Don't make the mistake of degrading the quality of your work because it doesn't quite match up to what you saw in a major publication. In many instances, it will not. As a freelancer, especially if you are just beginning to realize your potential, you may have a way to go before you will be considered among the top photographers. If you must compare quality, do so with the smaller trade papers and lower circulation magazines where you will find some excellent pictures.

To sell requires a lot of common sense, complete objectivity and a practical filing system. Without these, your ability to succeed in this highly competitive field is at best doubtful.

A practical filing system is imperative. It can be a simple notebook, card, or computer file. You must develop and structure your files so you can locate or find the status of all your sellable work instantly. Time is money. If you can't locate an image quickly and easily, you will find yourself losing important sales.

Organize your files by subject matter, i.e. all sports shots together etc. Label each image with your name, copyright symbol, date and an identification number. Use the identification number as a cross reference to titles or captions which are on file elsewhere.

All works must be captioned fully. The caption may never be used, but without it, you greatly reduce the number of markets for which that shot is eligible. Signed model and property releases are absolutely necessary. Keep all signed releases with applicable photos and readily available as needed. A supply of the appropriate blank release and contract forms should be an important part of your files.

Protecting your rights is up to you. Make sure you understand the rights you are selling and get it in writing. Never sign an agreement you do not understand!

Keep an accurate, updated list of photos that have been sold. Include the date sold, price, rights given, and name of buyer. Remember, the image that just sold is your hottest prospect to sell again.

As soon as you have a system in place, you are ready to start the submission for sales process. Once you have recognized your specialty and organized your files, you will be able to make practical decisions concerning your potential markets. Look at publications of all types, but especially magazines. Examine them carefully. It should become apparent which publications may eventually be interested in your stock of photos.

Match your specialty to a market. For example a photographer may take great pictures of automobiles and enjoy it. Through research he discovers that there over 100 magazines which center around the automobile industry, and almost all of these publications use photographs submitted by qualified freelancers. He chooses automobiles as his specialty. He still enjoys photographing other subjects, but he wisely concentrates his business efforts toward markets which have a demand for his specialty. Smart photographer!

Set attainable goals. Try to match your photos to a buyer that uses similar ones. Remember, the more you are published, even in smaller publications, the more credibility you have and the greater your chances of attracting bigger and better paying buyers.

Be prepared for rejections as well as successes. Consider them a part of the business. Remember there is a strong demand for all kinds of images, especially of people interacting with the environment.

Persistence is the key. You must continue to introduce yourself to prospective buyers and remind them that you are able to provide them with consistently high quality photographs of the subject matter they need.

Stay active. Commit more of your shooting time to your specialization to increase the number of exceptionally high quality images you will have to offer. Continue to look for a broader range of buyers. This is the process that will become the basis for your success in stock photography.

Remember a good photograph communicates a message even without text. Compare your photos often with published works ... and don't be too hard on yourself. Re-examine your files frequently. You never know when you will find a strong message hiding there! Ω

3 Good Reasons to Become an

OFFICIAL PHOTOGRAPHER

GLAMOUR .elite magazine

1. YOU GET THE PICTURES

YOU'VE ALWAYS WANTED FROM THE SUBJECTS YOU'VE ALWAYS WANTED TO SHOOT. The credentials give you the confidence to shoot and gives your subjects the confidence in you.

2. YOU GET PUBLISHING CREDITS

YOU NEED TO ENHANCE YOUR STATUS AND BUILD YOUR REPUTATION. You are encouraged (but not required) to submit photos of the discoveries you make using your ***GLAMOUR**.elite* magazine credentials. All of your submissions are entitled to review by the editorial staff and could be selected for publication in ***GLAMOUR**.elite* magazine. Each time one of your photos is selected for publication in ***GLAMOUR**.elite*, you will be issued a certificate of accomplishment indicating your name, the photo description and the ***GLAMOUR**.elite* issue date. Your collection of these certificates will further enhance your glamour photographer status. Each submitted photo must be accompanied by the ***GLAMOUR**.elite* submission form (comes with your kit) and a small service charge of $8.00 per photo to cover the cost of scanning your image for publication. The $8.00 fee is refunded if your photo is not selected for publication.

3. GUARANTEE YOUR SUBJECTS

THAT THEY CAN GET PUBLISHED IN ***GLAMOUR**.elite* MAGAZINE. You may (but are not required) to turn your fascinating glamour hobby into cash. Each photo received with the "publication spotlight" form (in your kit) and fee of $19.00 gets published in the on-line edition of ***GLAMOUR**.elite* magazine. In operating your business, you are free to charge your subject an appropriate amount to take into account your own expenses, overhead and profit. *Photos rejected by the editors for quality reasons will receive a full refund.*

***GLAMOUR**.elite* magazine features both well known celebrities and "newly discovered" subjects.

***GLAMOUR**.elite* Photos by Dennis Hodges, IFPO

Find ***GLAMOUR**.elite* magazine at www.aipress.com/glamourelite

If you are an IFPO member, you can get on the *GlamourElite* magazine band wagon quickly and inexpensively by taking advantage of the GlamourElite BUNDLE GEXX-SEP!. You get the GE08A Passport, GE02B Full Badge Set and GEAV Internet Assignment Verification for ONLY $69.00 (a SAVING of $158.95). Proof of publication is also waived for this offer.

OFFER ENDS March 31, 2000

Glamour Elite BUNDLE	REG.PRICE	SPECIAL
#GE08A *GlamourElite* Passport	$99.00	GEXX-SEP
Application Fee	$20.00	BUNDLE
#GE02B *GlamourElite* Badge Set	$69.95	
#GEAV Assignment Verification Option	$39.00	69.00
(all items listed above)	$228.95	**$69.00**
PLUS SHIPPING/HANDLING	$9.00	$9.00
Total Amount Due	**$236.95**	**$78.00**

OFFICIAL PHOTOGRAPHER ORDER FORM

Cat# Description	Price EA.
☐ **GE02B** *Glamour.elite* **Full Badge Set** GE02A (above) + 1 wallet I.D. Card, 3 I.D. tags with laminating jackets and leatherette straps.	$69.95
☐ **GE08A** *Glamour.elite* **Passport** The custom designed *Glamour Elite* PASSPORT style credential comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your passport's upper panel.	$99.00
PASSPORT APPLICATION FEE	$20.00
☐ **GEAV** *Glamour.elite* **Assignment Verification Option** Officials/clients/subjects can **verify** your **assignment status** by calling 336-945-9867 or fax 336-945-3711, 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that comes with the Glamour Elite Program. **BUT . .** If you are covering an evening or weekend event or are out of the Eastern Time-zone, GEAV Assignment Verification works from ANYWHERE in the world, 24 hours/day, 365 days/year! The $39 fee includes a $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.	$39.00
☐ **GEXX-SEP** *Glamour.elite* **SPECIAL BUNDLE (ALL OF THE ABOVE)** GE02B, GE08A, GEAV (ABOVE) **Save $158.** offer expires March 31, 2000.	$69.00
☐ USA Shipping, Shipped next business day First Class Mail, **ADD $9** (foreign shipping use the instructions on page 47)	$9.00

USE THE ORDER FORM ON PAGE 47

OR

Credit Card Orders: 1-800-654-9557 or FAX **1-800-283-5989**

IFPO Press Program

What is the IFPO PRESS Program?

The PRESS Program is designed to get you and your camera to the spot that will get you that great money making, award winning shot that everyone will want to publish. It will get you up front and backstage at a concert or performance and on the sidelines or in the press towers at sporting events. It will get you into news conferences with dignitaries and celebrities, and across police barriers at crime or accident scenes.

How does it work so effectively?

Freelancers have great difficulty gaining the access to events because they are not representing a publication or media organization. The IFPO PRESS Program solves this by issuing credentials to you as a photographer on-assignment for Today's Photographer Magazine. Our 14 year reputation covering all kinds of events around the world means that our credentials are respected everywhere.

If you HAVE been Published ...YOU QUALIFY for the

PRESS PASSPORT

PRESS PASSPORT
APPLICATION FORM

The PRESS PASSPORT is only available to IFPO members who have been published. If you are not an IFPO member, include your membership dues with this application. Membership dues information is on page 17.

5 Digit IFPO Member# _____ or enclose dues

name _____

address _____

city/st/zip _____

phone/FAX _____

CLASSIFICATION INFORMATION:
(List at least one publication in which your photos have appeared)

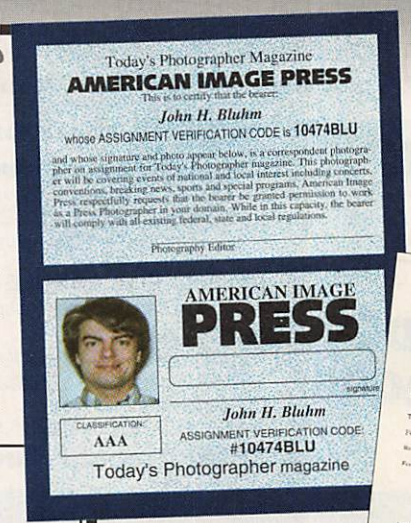
_____ _____

I want to gain PRESS PASSPORT access with my camera to: (check all that apply)

- ❑ Sports events.
- ❑ Crime scenes.
- ❑ Concerts.
- ❑ Fire scenes.
- ❑ Breaking news.
- ❑ Press conferences.
- ❑ Celebrity events.
- ❑ Entertainment events.
- ❑ Political events.

Are you available for photo assignments?: ❑ YES. ❑ NO.

Please keep photos, tear sheets or other proof of publication in your own files for possible future reference. Do not send them to IFPO.


Today's Photographer Magazine
AMERICAN IMAGE PRESS
This is to certify that the bearer:
John H. Bluhm
whose ASSIGNMENT VERIFICATION CODE is 10474BLU
and whose signature and photo appear below, is a correspondent photographer on assignment for Today's Photographer magazine. This photographer will be covering events of national and local interest including concerts, conventions, breaking news, sports and special programs. American Image Press respectfully requests that the bearer be granted permission to work as a Press Photographer in your domain. While in this capacity, the bearer will comply with all existing federal, state and local regulations.
Photography Editor
AMERICAN IMAGE
PRESS
signature
CLASSIFICATION:
AAA
John H. Bluhm
ASSIGNMENT VERIFICATION CODE:
#10474BLU
Today's Photographer magazine

the Assignment Letter comes with the Press Passport or the Press Credentials

The custom designed PRESS PASSPORT comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your PRESS PASSPORT's upper panel. In addition, an Official Letter of Certification is included which endorses you as an American Image PRESS photographer on assignment for *Today's Photographer* magazine and requests official access to events. This letter is an integral part of the Press Program. It is tested and proven to establish privileges of the working press for IFPO members. If an additional letter of assignment is required, the fully supported IFPO press program will also provide that service. Details are provided with your Press package.

FEE AND PAYMENT:

#408A	PRESS PASSPORT FEE	$99.00
	APPLICATION FEE (non-refundable)	$20.00
	SHIPPING (first class mail)	$7.00
TOTAL	**PAYMENT ENCLOSED**	**$126.00**

Use your Check, Money Order, Or Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # — expiration date

signature _____

MAIL THIS FORM: IFPO Press Program, PO Box 777, Lewisville, NC 27023-0777 or Credit Cards CALL **FREE 1-800-654-9557** or FAX 1-800-283-5989. Specify that you are ordering the PRESS PASSPORT.

IFPO's COMPLETE PRESS PROGRAMS HIT ALL 4 KEY FACTORS

1. ON ASSIGNMENT:
Because freelancers are often turned away at events, our program credentials you as ON ASSIGNMENT for Today's Photographer magazine and the parent publisher American Image Press.

2. BACK-UP AND SUPPORT:
Although your press package arms you with a general letter of assignment effective in most cases, You can encounter officials who want an editors specific letter of assignment for that specific event on that day. Your package comes with this support with easy to use request sheets and a telephone help number.

3. ASSIGNMENT VERIFICATION:
Press Officials can check you out! Your press package includes assignment verification using your unique Assignment Verification Code (AVC) by phone or fax during normal business hours. Optionally, world-wide 24 hour/day verification is available via our special verification site. Details are at the bottom of page 21.

4. GETTING PUBLISHED:
Photographers who get published gain access! IFPO's get-published programs are equal to none; from the Today's Photographer Editor's Sweepstakes to the American Image Press Club.

complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

IFPO Press Program

MAKE IMPORTANT CONTACTS.

You can meet important people through the IFPO PRESS PASSPORT and PRESS CREDENTIALS programs. You may cover activities such as concerts, sports events, news conferences, police emergencies, and events that feature dignitaries and celebrities. Most celebrities, sports personalities, and government officials want to maintain good relations with the Press and will treat you preferentially.

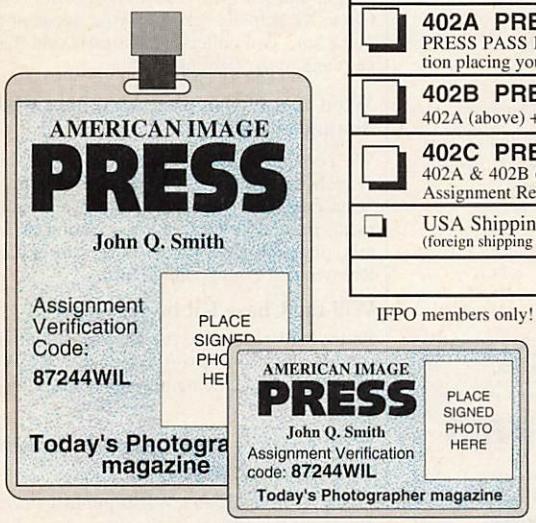
HOW CAN MY CREDENTIALS BE VERIFIED?

Press Officials/ Celebrities/ Publishers can **VERIFY** your **Assignment Status** by calling 910-945-9867 or fax 910-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This service comes FREE with the Press Passport or Press Credentials packages. For Assignment **VERIFICATION** anywhere in the world, 24hours/day, see the new **INTERNET ASSIGNMENT VERIFICATION** below.

If you HAVE NOT been Published ...YOU QUALIFY for

PRESS CREDENTIALS

PRESS CREDENTIALS ENROLLMENT FORM



Cat#	Description	Price EA.
☐	**402A PRESS CREDENTIALS BASIC SET** PRESS PASS I.D. Badge with laminating jacket & badge clip, plus Official Letter of Certification placing you on assignment for *Today's Photographer Magazine* & American Image Press.	$59.95
☐	**402B PRESS CREDENTIALS FULL SET** 402A (above) + 1 wallet Press Card, 3 I.D. tags with laminating jackets and leatherette straps.	$69.95
☐	**402C PRESS CREDENTIALS FULL SET PLUS** 402A & 402B (above) + #2207A PocketGuide™ to PRESS PHOTOGRAPHY + #139A PRESS Assignment Request Memo (pack of 100)	$89.95
☐	USA Shipping, Shipped next business day First Class Mail, **ADD $7** (foreign shipping use the instructions on page 47)	$7.00

IFPO members only! If you are not a member, you may include your membership dues with this order (see page 17).

5 Digit IFPO Member# _____ or enclose dues

name

address

city/st/zip

phone/fax

email/U.R.L.

Use your Check, Money Order, Or Credit Card to order

Visa/MasterCard/American Express/Optima Card # | expiration date

signature

MAIL THIS FORM: IFPO Press Program, PO Box 777, Lewisville, NC 27023-0777 or Credit Cards CALL **FREE 1-800-654-9557** or FAX 1-800-283-5989. You may also use the order form on page 47.

PRESS ASSIGNMENT VERIFICATION

Press Officials/ Celebrities/ Publishers can **VERIFY** your **Assignment Status** by calling 336-945-9867 or fax 336-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays - a free service that has always been a part of the Press Passport or Press Credentials packages. BUT . . If you are covering an evening or weekend concert or sports event or are out of the Eastern Time-zone you should consider IFPO's **INTERNET ASSIGNMENT VERIFICATION** Service. It works from ANYWHERE in the world, 24 hours/day, 365 days/year and you DON'T need a computer!

It's Effective! It's Inexpensive! It's the Wave of the Future! It's Available Right Now! You will receive a laminated **ASSIGNMENT VERIFICATION CARD** to present to officials.

PRESS PROGRAM OPTION

YES! I am a current press member (or am ordering the 402 or 408 press program right now). Sign me up for INTERNET ASSIGNMENT VERIFICATION (#400AV)! **I enclose $39** which includes the $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). (order code# is 400AV if you use the order form on page 47)

IFPO member # and name

address, city, state, zip

phone/fax

email/U.R.L.

Use your Check, Money Order, Or Credit Card to order

Visa/MasterCard/American Express/Optima Card # | expiration date

signature

MAIL THIS FORM: IFPO Press Program, PO Box 777, Lewisville, NC 27023-0777 or Credit Cards CALL FREE 1-800-654-9557 or FAX 1-800-283-5989. You may also use the order form on page 47.

PRESS SURVIVAL GEAR

BREAKING NEWS CHASE kit!

PRESS PROGRAM OPTION

WHAT IS IT?

The Breaking News Chase Kit is composed of three vital parts. The Pursuit Package gets you on the scene; the Action Package gives what you need at the scene; the Instant Response Package gets your news story to the right news outlet instantly.

WHO CAN GET IT

1. If you are an IFPO member with the Press Passport, Press Credentials or both, YOU QUALIFY and may order the Breaking News Chase Kit.
2. If you are an IFPO member, but not yet a member of the press program, TO QUALIFY you must order one of the press programs (page 20 & 21) before or at the same time you order the Chase Kit.

WHAT YOU GET

The *Pursuit Package:*

- Three (3) fully assembled laminated NEWS REPORTER accreditation ID's each with your name and Assignment Verification Code. They are custom made to use with your current Press Passport, Press Badge and Press Wallet I.D. Card.
- The Pursuit Guide prepares you to gather, record and distribute breaking news stories.

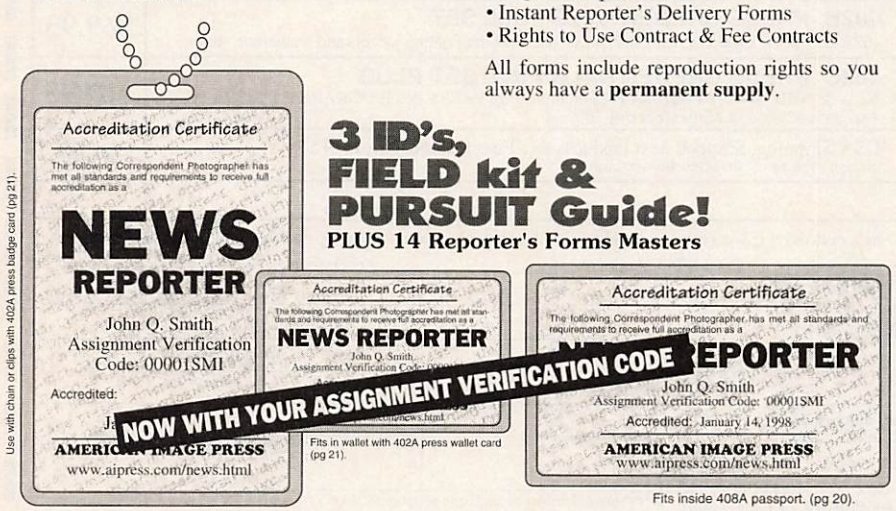
The *Action Package*:

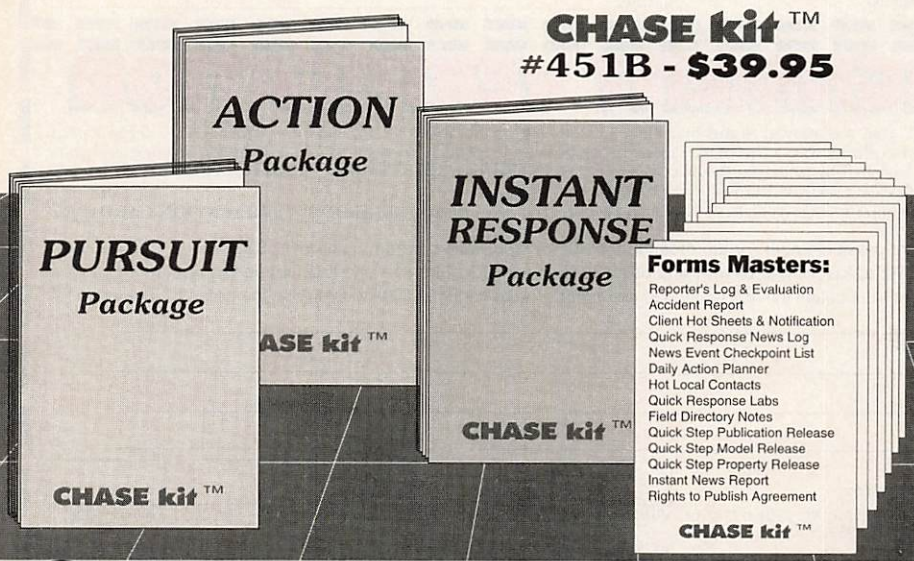
- Action Scene Reporters Log
- New Client Hot Sheets
- Accident Report Forms
- Quick Response Information Forms

The *Instant Response Package*:

- A Field Directory of HOT contacts.
- 3 Quick Step Releases
- Instant Reporter's Delivery Forms
- Rights to Use Contract & Fee Contracts

All forms include reproduction rights so you always have a **permanent supply**.


Accreditation Certificate
The following Correspondent Photographer has met all standards and requirements to receive full accreditation as a
NEWS REPORTER
John Q. Smith
Assignment Verification Code: 00001SMI
Accredited:
AMERICAN IMAGE PRESS
www.aipress.com/news.html
Use with chain or clips with 402A press badge card (pg 21).
3 ID's, FIELD kit & PURSUIT Guide!
PLUS 14 Reporter's Forms Masters
NOW WITH YOUR ASSIGNMENT VERIFICATION CODE
Fits in wallet with 402A press wallet card (pg 21).
Accreditation Certificate
The following Correspondent Photographer has met all standards and requirements to receive full accreditation as a
REPORTER
John Q. Smith
Assignment Verification Code: 00001SMI
Accredited: January 14, 1998
AMERICAN IMAGE PRESS
www.aipress.com/news.html
Fits inside 408A passport. (pg 20).



Q & A

I already have Press Credentials. Why do I have to buy the Chase Kit?

You DO NOT. The Chase Kit was simply designed to make the breaking NEWS REPORTER'S job easy. It gives you everything you need on the spot to do the job, do it right and get it to your nearest editor. The Chase Kit actually serves as your assistant to make sure you collect all the facts and then get them to the right place.

What is a Chase photographer; what do they chase?

We consider any photographer who is in search of breaking news events to be a "Chase Hound". He chases sports, entertainment, fires, accidents, storms, natural disasters, plane crashes, train wrecks, press conferences and even goodwill tours.

Will the Chase Kit be recognized?

Police will recognize the Press Credentials which must be used with the NEWS REPORTER accreditation part of the Chase Kit.

Will *Today's Photographer* publish these news stories?

Today's Photographer WILL publish stories about YOU covering these stories. The breaking news stories themselves need to go to daily newspapers and wire services.

How do I find out if a newspaper or TV station can use my news photos?

Let's use an auto accident as an example. You have photographed the wreck and are leaving the scene without having seen any other photographers or news teams. Pick up the nearest phone (using the numbers listed in your Reporter's Field Directory) to notify news agencies that photos of the accident are available even though the film has not been processed. Breaking news is HOT and should be reported immediately.

complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

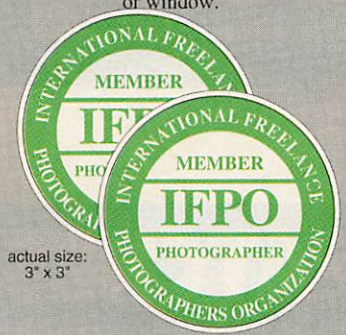
ORDER FORM on page 47

PRESS SURVIVAL GEAR

PRESS
Windshield Stickers
#781A - 2 for $9.95
adhere to inside of windshield or window.

actual size: 3" x 3"

IFPO
Windshield Stickers
#791A - 2 for $9.95
adhere to inside of windshield or window.



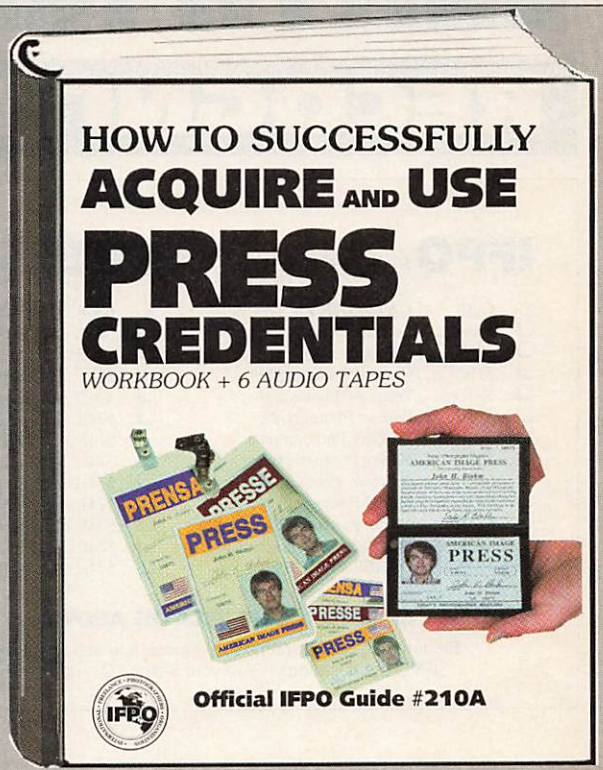
actual size: 3" x 3"

LEARN TO COVER:

- Sports
- Entertainment
- Concerts
- Conferences
- Politicals
- Breaking News
- Celebrities
- Fires
- Crimes
- Races
- Storm Chasing

143 page Workbook
plus
6 audio tape lessons

#210A - $39.95



Where to go, when to go, how to contact, who to contact and why. 6 complete audio lessons and transcriptions of the audio scripts for further in-depth study, **forms** and releases needed to operate as a PRESS photographer. Learn the privileges of a PRESS photographer and the type of credentials that are necessary and how the right credentials work. **Gain access** to PRESS boxes, sidelines, and locker rooms. **GET admitted to concerts**, get front row and backstage passes. Get to political, hostile, disaster, accident, and crime scenes, how to work with the police and others including foreign embassies. **Learn** to attend celebrity events and press conferences for politics, sports, business, pageants, and ceremonies.

TURN YOUR CAR INTO A PRESS CAR

Auto Press Badges
Set of Two
#1410B...$19.95

PRESS Dash Card
#1410C...$9.95

ASSIGNMENT CAP

YOU CAN'T BE WITHOUT IT! The public and event officials will know your special status from a long way off!

#809A .....1 cap **$22.95**
#809B .....2 caps ...**$32.95**
#809C .....3 caps ...**$39.95**

PRESS Cap: solid black cotton twill cap with braid. One size fits all. One COLOR: **Black** (with white embroidered emblem) Order in quantity for family and friends and save.

ORDER FORM on page 47

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

complete IFPO Programs and Catalog
www.ifpo.net

MAKE YOUR IFPO AFFILIATION WORK FOR YOU!

CERTIFICATES

RECOGNITION!

IFPO style (shown)

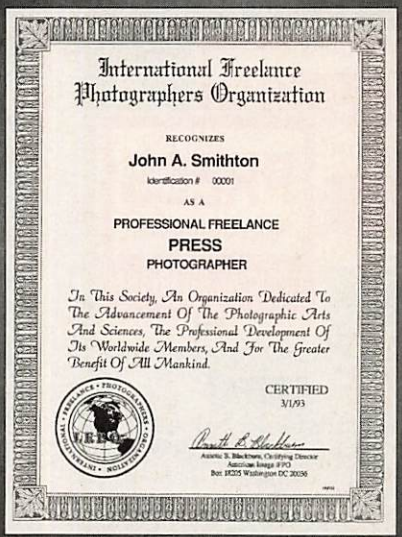
√	Cat#	CATEGORY
❑	573A	Freelance Photographer
❑	573B	Sports Photographer
❑	573C	Concert Photographer
❑	573D	Wedding Photographer
❑	573E	Portrait Photographer
❑	573F	Wildlife Photographer
❑	573G	Nature Photographer
❑	573H	Glamour Photographer
❑	573J	Model Photographer
❑	573K	Model Portfolio Photographer
❑	573L	Nude Study Photographer
❑	573X	OTHER (SPECIFY)

PRESS Program style

√	Cat#	CATEGORY
❑	574A	News Photographer
❑	574B	Photojournalist
❑	574C	Concert Photographer
❑	574D	Sports Photographer
❑	574E	Entertainment Photographer
❑	574F	Celebrity Photographer
❑	574G	Police Photographer
❑	574H	Investigative Photographer
❑	574J	Correspondent Photographer
❑	574K	Fire Photographer
❑	574L	Press Photographer
❑	574X	OTHER (SPECIFY)

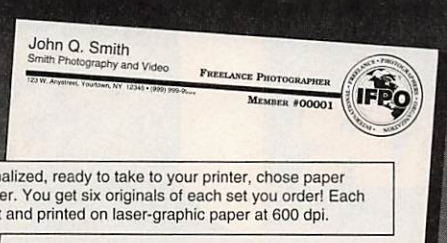
$9.95 ea. **or ANY 5 CERTIFICATES ABOVE** ..... **$29.95 Tot.**

Be sure to give your name as you wish it to appear on the certificate(s).
IFPO members only! Give your 5-digit I.D. number when ordering.


International Freelance
Photographers Organization
RECOGNIZES
John A. Smithton
Identification # 00001
AS A
PROFESSIONAL FREELANCE
PRESS
PHOTOGRAPHER
In This Society, An Organization Dedicated To The Advancement Of The Photographic Arts And Sciences, The Professional Development Of Its Worldwide Members, And For The Greater Benefit Of All Mankind.
CERTIFIED
3/1/93

LETTERHEAD

LETTERHEAD MASTERS!



Custom Designed & Personalized, ready to take to your printer, chose paper stock, ink color at your printer. You get six originals of each set you order! Each set is Professionally typeset and printed on laser-graphic paper at 600 dpi.

IFPO MEMBER STYLE

- ❑ 511A ..Member **FREELANCE** Photographer..$19.95 ea.
- ❑ 511B ..Member **SPORTS** Photographer.....$19.95 ea.
- ❑ 511C ..Member **CONCERT** Photographer.....$19.95 ea.
- ❑ 511D ..Member **WEDDING** Photographer.....$19.95 ea.
- ❑ 511E ..Member **PORTRAIT** Photographer.....$19.95 ea.
- ❑ 511F ..Member **WILDLIFE** Photographer.....$19.95 ea.
- ❑ 511G..Member **NATURE** Photographer.....$19.95 ea.
- ❑ 511H..Member **GLAMOUR** Photographer.....$19.95 ea.
- ❑ 511J...Member **MODEL** CONSULTANT .....$19.95 ea.
- ❑ 511X..Member _____ Photographer.....$19.95 ea.

OTHER (SPECIFY)

ANY 6 SETS ABOVE .....$39.95 set

✔ *CHECK THE BOXES FOR SETS YOU ARE ORDERING*

PRESS PROGRAM STYLE

- ❑ 512A...**NEWS** Photographer .....$19.95 ea.
- ❑ 512B...**PHOTOJOURNALIST**.....$19.95 ea.
- ❑ 512C ..**CONCERT** Photographer.....$19.95 ea.
- ❑ 512D ..**SPORTS** Photographer.....$19.95 ea.
- ❑ 512E...**ENTERTAINMENT** Photographer ...$19.95 ea.
- ❑ 512F...**CELEBRITY** Photographer .....$19.95 ea.
- ❑ 512G ..**POLICE** Photographer .....$19.95 ea.
- ❑ 512H ..**INVESTIGATIVE** Photographer .....$19.95 ea.
- ❑ 512J ...**CORRESPONDENT** Photographer...$19.95 ea.
- ❑ 512X... _____ Photographer.....$19.95 ea.

OTHER (SPECIFY)

ANY 6 SETS ABOVE .....$39.95 set

✔ *CHECK THE BOXES FOR SETS YOU ARE ORDERING*

PATCHES

INTERNATIONAL • FREELANCE • PHOTOGRAPHERS • ORGANIZATION
IFPO

Embroidered 3" Patches

Multi Color for hats, jackets, camera bags!

Item#	Price	Description
7021	$9.95	1 patch (3")
7022	$14.95	2 patches (3")
7023	$19.95	4 patches (3")

complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

MAKE YOUR IFPO AFFILIATION WORK FOR YOU!

BUSINESS CARDS

WE PRINT or YOU PRINT

IFPO BUSINESS CARDS

MEMBER
FREELANCE
Photographer

Arnold W. Smith #87654
Emerald Images
123 W. Anystreet #A1
Yourtown, NY 12345-4468
Contact:
(701) 123-4567 *voice*
(701) 123-4568 *fax*
awsmith@worldnet.com *email*
www.worldnet.com/~awsmith *URL*

WE PRINT: 500 CARDS PER SET

- ❑ 551A.....Member **FREELANCE** Photographer .....$33.95 ea.
- ❑ 551B.....Member **SPORTS** Photographer .....$33.95 ea.
- ❑ 551C .....Member **CONCERT** Photographer.....$33.95 ea.
- ❑ 551D .....Member **WEDDING** Photographer.....$33.95 ea.
- ❑ 551E.....Member **PORTRAIT** Photographer.....$33.95 ea.
- ❑ 551F.....Member **WILDLIFE** Photographer .....$33.95 ea.
- ❑ 551G .....Member **NATURE** Photographer .....$33.95 ea.
- ❑ 551H .....Member **GLAMOUR** Photographer .....$33.95 ea.
- ❑ 551J .....Member **MODEL** Photographer .....$33.95 ea.
- ❑ 551X.....Member _____ Photographer .....$33.95 ea.

OTHER (SPECIFY)

ANY 3 SETS ABOVE .....$69.95 Tot.

YOU PRINT: BUSINESS CARD MASTERS!

•Custom Designed & Personalized, ready to take to your printer
•You choose paper stock, ink color and quantity.

You get six originals of each set you order! Each set is Professionally typeset and printed on laser-graphic paper at 600 dpi.

- ❑ 501A.....Member **FREELANCE** Photographer .....$19.95 ea.
- ❑ 501B.....Member **SPORTS** Photographer .....$19.95 ea.
- ❑ 501C .....Member **CONCERT** Photographer.....$19.95 ea.
- ❑ 501D .....Member **WEDDING** Photographer.....$19.95 ea.
- ❑ 501E.....Member **PORTRAIT** Photographer.....$19.95 ea.
- ❑ 501F.....Member **WILDLIFE** Photographer .....$19.95 ea.
- ❑ 501G .....Member **NATURE** Photographer .....$19.95 ea.
- ❑ 501H .....Member **GLAMOUR** Photographer .....$19.95 ea.
- ❑ 501J .....Member **MODEL** CONSULTANT.....$19.95 ea.
- ❑ 501X.....Member _____ Photographer .....$19.95 ea.

OTHER (SPECIFY)

✔ **ANY 6 SETS ABOVE** .....$39.95 set
CHECK THE BOXES FOR SETS YOU ARE ORDERING

PRESS BUSINESS CARDS

WE PRINT: 500 CARDS PER SET

- ❑ 552A.....**NEWS** Photographer .....$33.95 ea.
- ❑ 552B.....**PHOTOJOURNALIST** .....$33.95 ea.
- ❑ 552C .....**CONCERT** Photographer.....$33.95 ea.
- ❑ 552D .....**SPORTS** Photographer.....$33.95 ea.
- ❑ 552E.....**ENTERTAINMENT** Photographer .....$33.95 ea.
- ❑ 552F.....**CELEBRITY** Photographer .....$33.95 ea.
- ❑ 552G .....**POLICE** Photographer .....$33.95 ea.
- ❑ 552H .....**INVESTIGATIVE** Photographer .....$33.95 ea.
- ❑ 552J .....**CORRESPONDENT** Photographer.....$33.95 ea.
- ❑ 552X.....Member _____ Photographer .....$33.95 ea.

OTHER (SPECIFY)

ANY 3 SETS ABOVE.....$69.95 Tot.

YOU PRINT: BUSINESS CARD MASTERS!

•Custom Designed & Personalized, ready to take to your printer
•You choose paper stock, ink color and quantity.

- ❑ 502A.....**NEWS** Photographer .....$19.95 ea.
- ❑ 502B.....**PHOTOJOURNALIST** .....$19.95 ea.
- ❑ 502C .....**CONCERT** Photographer.....$19.95 ea.
- ❑ 502D .....**SPORTS** Photographer.....$19.95 ea.
- ❑ 502E.....**ENTERTAINMENT** Photographer .....$19.95 ea.
- ❑ 502F.....**CELEBRITY** Photographer .....$19.95 ea.
- ❑ 502G .....**POLICE** Photographer .....$19.95 ea.
- ❑ 502H .....**INVESTIGATIVE** Photographer .....$19.95 ea.
- ❑ 502J .....**CORRESPONDENT** Photographer.....$19.95 ea.
- ❑ 502X.....Member _____ Photographer .....$19.95 ea.

OTHER (SPECIFY)

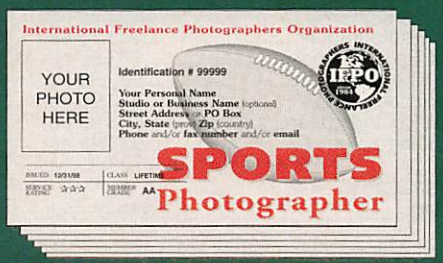
✔ **ANY 6 SETS ABOVE** .....$39.95 set
CHECK THE BOXES FOR SETS YOU ARE ORDERING

Today's **Photographer** magazine

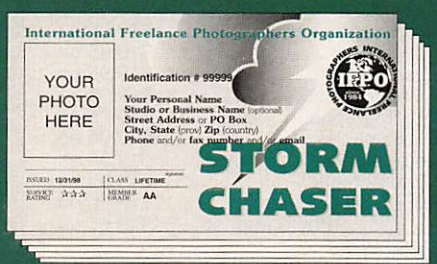
Arnold W. Smith #87654
Emerald Images
123 W. Anystreet #A1
Yourtown, NY 12345-4468
Contact:
(701) 123-4567 *voice*
(701) 123-4568 *fax*
awsmith@worldnet.com *email*
www.worldnet.com/~awsmith *URL*

PRESS
News Photographer

IFPO FLEX SYSTEM
NOW in Color



Sports set 1 #752A
1. Football 2. Golf
3. Skiing 4. Archery
5. Olympics 6. SportsOfficial



Weather Set #752D
1. Storm Center 2. Storm Chaser
3. Disaster 4. Hurricane
5. Flood Patrol 6. Tornado

Political set #752H
1. Campaign 2. 2000 Campaign
3. Democratic 4. Republican
5. White House 6. National Campaign

WHAT'S NEW!!

1. **NEW:** Design and color cards in specialty sets.
2. **NEW:** We've unbundled the 48 card set so you can choose only the sets you need and slashed the "prices" drastically. Buy the first set or cards complete with wallet and badge holder for $24.95; add two additional sets of cards for only $10 more for a total of $34.95.
3. **NEW:** The "badge holder" option allows you to use your I.D. cards as a Badge.
4. **NEW:** Members report that the most effective components of the "flex I.D. system" are the "Gold Seal of Achievement" and the "specialty image" portrayed on each card. Early tests indicate client acceptance increases of more than 300% and more!

WHAT WORKS!!

4. We've kept the leather Presentation Case with the Gold Embossed Seal exactly the same! So if you have ordered the original FLEX system in the past, you don't have to buy the leather I.D. Presentation Case again.
5. We've kept the "Gold Seal of Achievement" that slides into the upper part of the Presentation Case exactly the same! If you already have it, you don't need to replace it.
6. We've kept the "Service Rating" and "Member Grade" that awards excellence for service and IFPO activity exactly the same on each and every I.D. card!

Festivals/Shows #752E
1. Air Show 2. Balloon Show
3. Auto Show 4. Rodeo
5. Water Sports 6. Festival

IF YOU ALREADY HAVE THE FLEX System, You may ADD TO IT!

item#	price	description
755B-1A	$14.95*	1Set of Cards only personalized, with Service Rating and Member Grade plus Leather Presentation Case, "Gold Seal of Achievement" card and badge holder. Set #_____.
755B-3A	$19.95*	Any 3 Sets of Cards only, all personalized, with your Service Rating and Member Grade.Set 1#_____, Set 2#_____, Set 3#_____,
755B-8A	$29.95*	All 8 Sets of Cards only, all personalized, with your Service Rating and Member Grade.
755A-LPC	$19.95*	Leather Presentation Case only with Gold Embossed Seal (see picture above).
755A-GSA	$9.95*	"Gold Seal of Achievement" card only that fits in the upper window of the Presentation Case.
755A-BPC	$9.95*	Badge Presentation Holder holds any of the 48 I.D. cards.

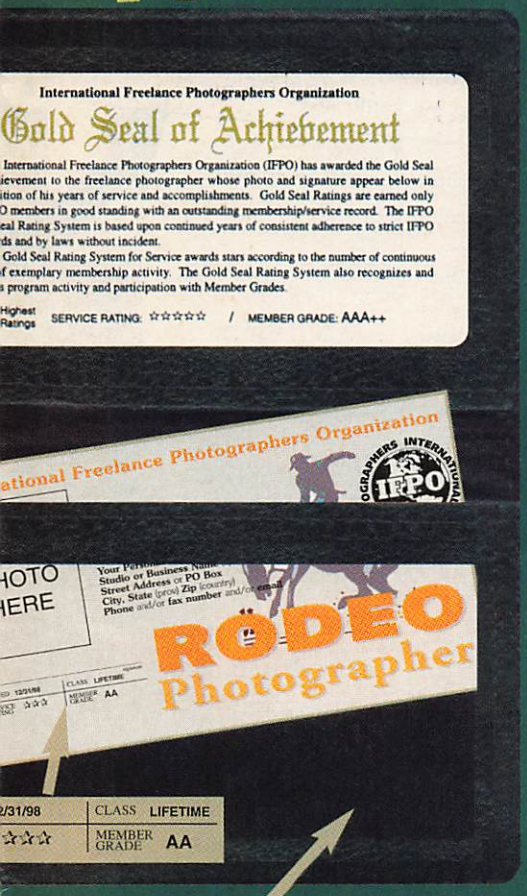
Add $5 S & H . . . Clearly print the personalized information you desire for the cards. .

complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

NEW DESIGN

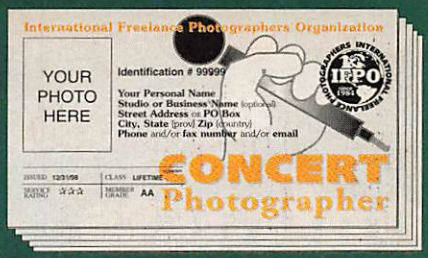

International Freelance Photographers Organization
Gold Seal of Achievement
International Freelance Photographers Organization (IFPO) has awarded the Gold Seal
ievement to the freelance photographer whose photo and signature appear below in
ition of his years of service and accomplishments. Gold Seal Ratings are earned only
O members in good standing with an outstanding membership/service record. The IFPO
eal Rating System is based upon continued years of consistent adherence to strict IFPO
ds and by laws without incident.
Gold Seal Rating System for Service awards stars according to the number of continuous
f exemplary membership activity. The Gold Seal Rating System also recognizes and
s program activity and participation with Member Grades.
Highest Ratings
SERVICE RATING: ☆☆☆☆☆ / MEMBER GRADE: AAA++
ational Freelance Photographers Organization
IFPO
RODEO
Photographer
CLASS LIFETIME
MEMBER GRADE AA

cards are protected behind sturdy clear plastic

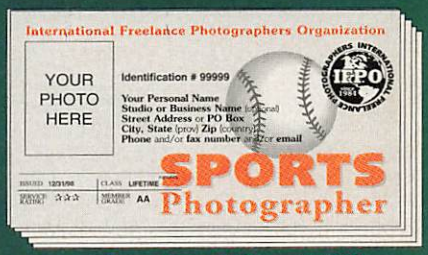
$24.95
ONE Set of cards plus wallet and badge holder
#755B-1

$34.95
Any 3 Sets of cards plus wallet and badge holder
#755B-3

$49.95
All 8 Sets of cards plus wallet and badge holder
#755B-FX

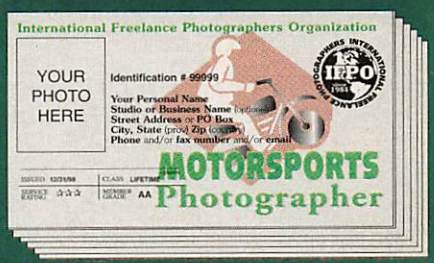


Entertainment set #752G
1. Concert
2. Country Music
3. Radio/TV
4. Recording Industry
5. Jazz
6. Rock and Blues



Sports set 3 #752C
1. Baseball
2. Hockey
3. Soccer
4. Boxing
5. Track & Field
6. Martial Arts

Emergency set #752F
1. Forensic
2. Fire Scene
3. Court
4. Medical
5. Investigator
6. Emergency



Sports set 2 #752B
1. Motor Sports
2. Basketball
3. Tennis
4. Equestrian
5. Motocross
6. Bowling

item#	price	description
755B-1	$24.95*	**1Set of Cards,** personalized, with Service Rating and Member Grade plus Leather Presentation Case, "Gold Seal of Achievement" card and badge holder Set : #_____,
755B-3	$34.95*	**Any 3 Sets of Cards**, personalized, with Service Rating and Member Grade plus Leather Presentation Case, "Gold Seal of Achievement" card and badge holder. Set 1#_____, Set 2#_____, Set 3#_____.
755B-FX	$49.95*	**All 8 Card Sets**, personalized,with your Service Rating and Member Grade plus Leather Presentation Case, "Gold Seal of Achievement" card and Badge Holder.
*S & H	$7.00	For above items
from pg. 26		
755B-1A	$14.95*	1 Set of Cards only Set #_____.
755B-3A	$19.95*	Any 3 Sets of Cards only Set 1#_____, Set 2#_____, Set 3#_____.
755B-8A	$29.95*	All 8 Sets of Cards only,
755A-LPC	$19.95*	Leather Presentation Case only.
755A-GSA	$9.95*	Gold Seal of Achievement card only.
755A-BPC	$9.95*	Badge Presentation Holder only
*S & H	$5.00	For items from page 26
Total	_____	

TO ORDER: With your credit card CALL 1-800-654-9557or use the order form BELOW or on page 47.

Clearly print the personalized information desired for the cards.

5 Digit IFPO Member #_____ or enclose dues.

name

(optional) business name

address

city/st/zip

phone **FAX**

email **URL**

Use your Check, Money Order, OR Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # | expiration date

signed | date

MAIL THIS COUPON TO: IFPO ORDER DEPT.
PO BOX 777, Lewisville, NC 27023-0777

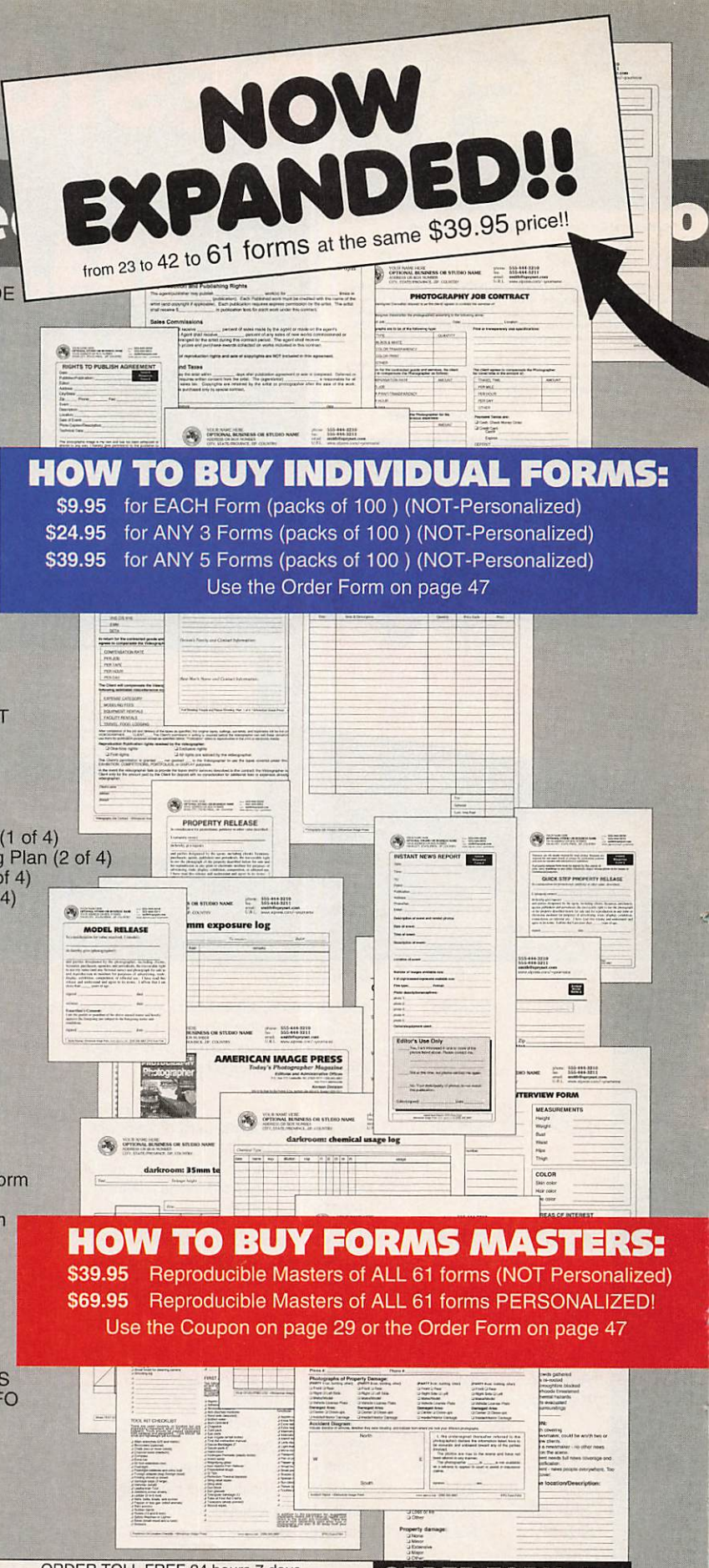
BUSINESS FORMS

· contracts - che

NOW EXPANDED!!

from 23 to 42 to 61 forms at the same $39.95 price!!

FORMS INDEX PAGE AND REFERENCE GUIDE
FORMS RE-ORDER FORM
F120 PHOTOGRAPHY JOB CONTRACT
F121 RIGHTS/COMMISSIONS CONTRACT
F125 35mm EXPOSURE LOG
F126 DARKROOM: FILM DEVELOPING LOG
F127 DARKROOM: CHEMICAL USAGE LOG
F128 DARKROOM: ENLARGER CALIBRATION LOG
F129 DARKROOM: PRINT MAKING LOG
F130 DARKROOM: 35mmTEST STRIP LOG
F140 VIDEOGRAPHY JOB CONTRACT
F141 INSURANCE PHOTO/VIDEO RECORD
F142 WEDDING VIDEORAPHY CHECKLIST
F145 PHOTO CONTEST ENTRY FORM pocketform
F146 PHOTO SHOOTING LOG pocketform
F147 PUBLICATION SUBMISSION pocketform
F155 PRESS ASSIGNMENT REQUEST
F156 PRESS ASSIGNMENT RECORD
F157 PORTRAIT PHOTOGRAPHY JOB CONTRACT
F158 PORTRAIT CLIENT INTERVIEW FORM
F159 PHOTOGRAPHY JOB INVOICE
F160 PHOTOGRAPHY JOB ESTIMATE WORKSHEET
F163 MODEL PORTFOLIO CHECKLIST
F164 MODEL INTERVIEW FORM
F165 MODEL PORTFOLIO JOB CONTRACT
F169 WEDDING PHOTOGRAPHY JOB CONTRACT
F170 WEDDING PHOTOGRAPHY CHECKLIST
F171 Full Wedding: People and Places Shooting Plan (1 of 4)
F172 Full Wed.Pre-Ceremony and Ceremony Shooting Plan (2 of 4)
F173 Full Wedding: Post Ceremony Shooting Plan (3 of 4)
F174 Full Wedding: Shooting Appointments Plan (4 of 4)
F191 MODEL RELEASE pocketform
F192 PUBLICATION RELEASE pocketform
F193 PROPERTY RELEASE pocketform
F301 FREELANCE ON-ASSIGNMENT CHECKLIST
F201 NEWS REPORTER'S LOG & EVALUATION
F202 ACCIDENT REPORT
F203 CLIENT NOTIFICATION FORMS pocketform
F204 QUICK RESPONSE NEWS LOG
F210 HOT NEWS CHECKPOINTS
F211 DAILY ACTION PLANNER
F212 HOT CONTACTS: LOCAL PUBLICATIONS
F213 QUICK RESPONSE PROCESSING LABS
F214 FIELD DIRECTORY NOTES
F220 QUICK STEP PUBLICATION RELEASE pocketform
F221 QUICK STEP MODEL RELEASE pocketform
F222 QUICK STEP PROPERTY RELEASE pocketform
F223 INSTANT NEWS REPORT
F224 RIGHTS TO PUBLISH AGREEMENT
F101 IFPO MEMBERSHIP APPLICATION
F102.a IFPO MEMBER'S INFORMATION FORM
F102.b IFPO REFERRAL PROGRAM FORM
F103 IFPO ORDER FORM
F104 ASSIGNMENT DATA BANK REGISTRATION
F105 PHOTO CONTEST RULES AND ENTRY FORMS
F106 EDITOR'S SWEEPSTAKES & SUBMISSION INFO
F107 IFPO MEMBER'S ADVERTISING RATES
F108.a IFPO HOME PAGE PROGRAM KIT #1
F108.b IFPO HOME PAGE PROGRAM KIT #2
F108.c IFPO HOME PAGE PROGRAM KIT #3
P109 PICTURE AWARD PROGRAM
F139 IFPO PRESS ASSIGNMENT REQUEST MEMO



HOW TO BUY INDIVIDUAL FORMS:

$9.95 for EACH Form (packs of 100) (NOT-Personalized)
$24.95 for ANY 3 Forms (packs of 100) (NOT-Personalized)
$39.95 for ANY 5 Forms (packs of 100) (NOT-Personalized)
Use the Order Form on page 47

HOW TO BUY FORMS MASTERS:

$39.95 Reproducible Masters of ALL 61 forms (NOT Personalized)
$69.95 Reproducible Masters of ALL 61 forms PERSONALIZED!
Use the Coupon on page 29 or the Order Form on page 47

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

REPRODUCIBLE FORMS MASTERS
YOU CAN MAKE UNLIMITED COPIES!

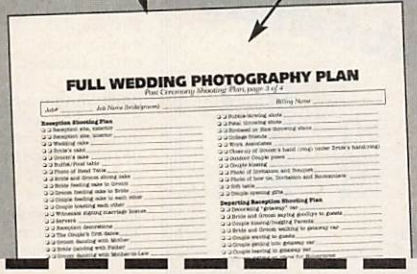
ntracts - checklists - releases -contr

order
NOT-PERSONALIZED
#15MA $39.95
plus shipping

You can use this space to type or paste-on your own personalization or let us provide our IFPO member's personalization!

order
PERSONALIZED
#15PR $69.95
plus shipping

NOW 61 FORMS!
EACH TIME YOU RE-ORDER, YOU GET THE HOTTEST MOST RECENT
CURRENT SET


FULL WEDDING PHOTOGRAPHY PLAN

FULL WEDDING PHOTOGRAPHY PLAN

FORMS MASTERS ORDER FORM

Photographers Forms Reproducible MASTERS

Complete sets of **CURRENT FORMS**

- ❑ **15MA-61** **$39.95** **NOT PERSONALIZED**
- ❑ **15PR-61** **$69.95** **PERSONALIZED (see below)**
- ❑ **15XX-61** **$89.95** **1 Set Personalized, 1 Set Not-Personalized**

FREE official copyright forms from the U.S. Copyright Office with your forms order!

be sure to add shipping charges! Use the shipping table on page 47 of TP magazine!

SHIPPING & MEMBER INFORMATION:

5 Digit IFPO Member# _____

name _____ address _____

city/st/zip _____ phone/FAX _____

PERSONALIZATION INFORMATION: (please print or type clearly on this form or your own paper)

name AND / OR business name _____

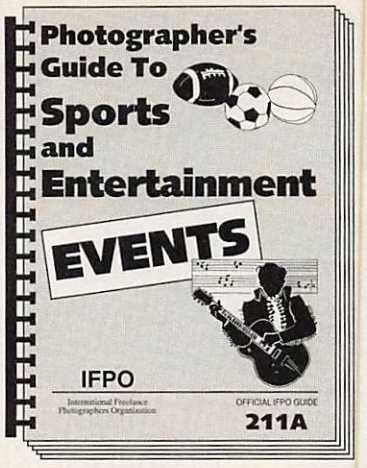
contact mailing address _____

contact information such as phone, fax, email, URL: _____

Use your Check, Money Order, Or Credit Card as follows:

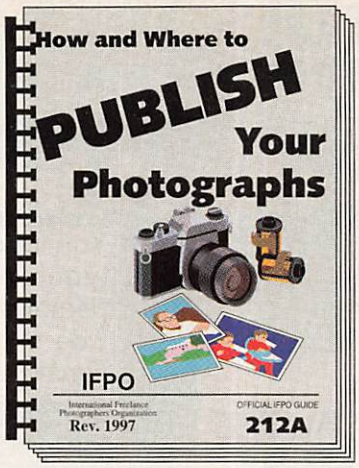
Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

credit card orders CALL FREE
1-800-654-9557 or fax: **1-800-283-5989**
mail orders to:
IFPO Order Dept., PO Box 777
Lewisville NC 27023-0777



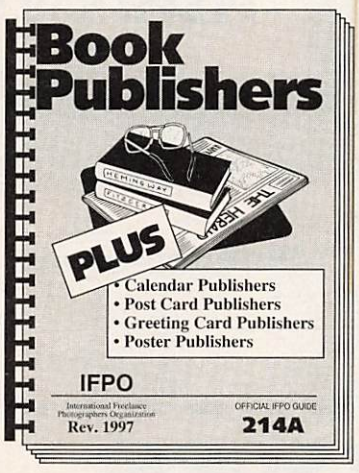
#211A, $19.95

#211A contains 915 total listings that you need to gain access to sports and entertainment events of all types around the USA. 598 listings include coliseums, sports arenas and stadiums, civic centers and exhibition halls, public auditoriums, performing arts centers, and concert halls where the major sports and entertainment events take place. 269 performing arts theaters plus 48 arts organizations are listed by area for easy reference. Listings include contact information plus descriptions of programming and performance season information.



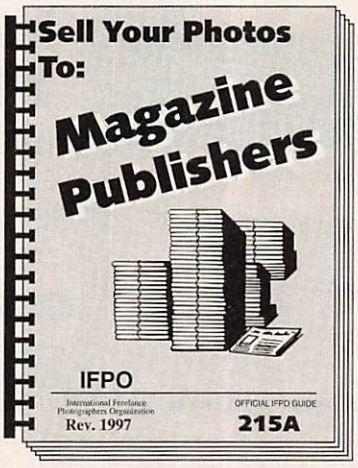
#212A, $19.95

#212A contains complete listings of three major photography markets of firms and organizations that buy photographs from freelance photographers: (1) 131 Stock Photo-graphy Agencies with helpful tips and sample query letter to get your foot in the door; (2) 578 Magazine publishers that buy photos for their publications every issue, with tips and a sample query letter; (3) 752 Book publishers complete with contact guidelines and a sample query letter.



#214A, $19.95

752 book publishers of all types PLUS 24 calendar publishers, 10 postcard publishers, 32 greeting card publishers and 19 poster and art print publishers. 100% of listings are USA. Sample query letter you can use to contact these publishers is included.



#215A, $19.95

578 USA consumer magazine publishers that buy photos in every category including health, sports, adult, art, antiques, autos, boating, business, children's, consumer electronics, cooking, entertainment, fishing, hunting, hobbies, crafts,home and garden, mechanics, science, men's, motorcycles, music, news, occult, parenting, pets, photography, religious, senior citizens, travel, aviation. Sample query letter you can use to contact these magazines is included.

ALL 4 DIRECTORIES (211A-215A), #215X, $59.95

FREELANCE PHOTOGRAPHERS *Pocket Guides*

$14.95 each

2201A .....PocketGuide to Pricing Your Photos

8 1/2" X 5 1/2" book. Learn the different types of job assignments and how they are typically priced. Learn to prepare and price your photography for weddings and wedding packages, group photos and group packages, portrait sittings or candids, contract photography, and model portfolios. Get valuable information on pricing per print or transparency, by the job assignment, or by the hour. 40 pages.

2202A .....PocketGuide to Photographer's Rights

8 1/2" X 5 1/2" book. Whether shooting portraits, weddings, press photos, or travel shots, you and your photos have rights that need protection. Learn the ins and outs of copyrighting your photos, how to protect the first-time rights of your photos, one-time rights, and exclusive rights. Learn how your rights are affected by "works for hire," ownership, and commissions. Learn to negotiate your rights and how contracts and releases can be of valuable assistance. 40 pages.

2203A .....PocketGuide to Portfolios

8 1/2" X 5 1/2" book. Portfolios are an extremely lucrative business for some photographers and necessary tools to land great assignments for others. Learn what a portfolio is and who needs one. Learn how to organize and develop different kinds of portfolios for maximum impact. Learn different methods of presenting portfolios for maximum effectiveness and success. Learn about photographer's and model portfolios. 40 pages.

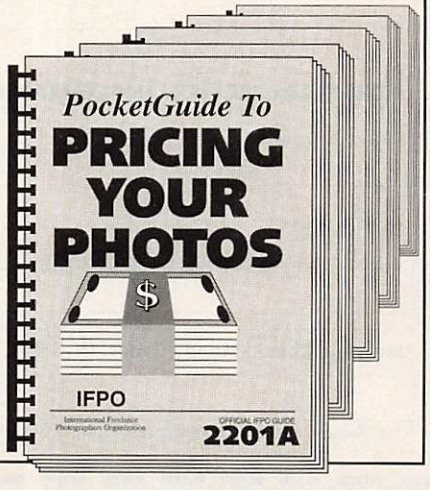
2204A .....PocketGuide to Photo Contests

8 1/2" X 5 1/2" book. Learn how to find out about photo contests and how to select contests. Learn how to match your photos to the right contest. Learn how to prepare contest entries and how to ship them. Learn what kinds of subjects you should shoot for contests and which photos you should submit, complete with winning tips. Learn how to get your photos returned. See how captions or titling can make a difference. 40 pages.

2207A .....PocketGuide to Press Photography

8 1/2" X 5 1/2" book. Learn how to plan and schedule the events you want to cover. Learn the tips and tricks of making the right contacts and obtaining the credentials you need. Learn the basic action steps that spell success. Learn how IFPO helps you gain access to controlled events and how to use that help. Learn where to go and who to see; where you are allowed to go and where you are not; on the scene do's and don'ts. 40 pages.

2207X..ALL 5 POCKET GUIDES, $49.95



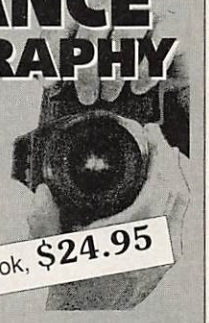
complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

Guides include:
PORTRAIT - WEDDING - COMMERCIAL - GROUP - PRESS - STOCK - ART - GLAMOUR. guide: finding models, how to create willing subjects, shooting models for money. PLUS pricing tables for PORTRAIT, WEDDING, COMMERCIAL, GROUP, PRESS, STOCK, and GLAMOUR. Includes B/W, color pricing, package-pricing and pricing to publishers.

HOW FREELANCE PHOTOGRAPHY *really* WORKS

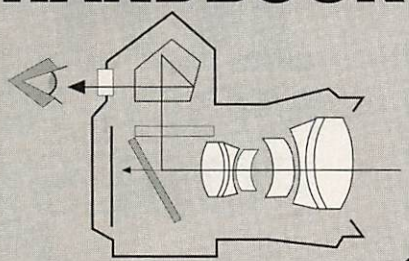


#201A, 115 page book, **$24.95**

BUSINESS & PRICING GUIDE

#201A

Freelance Photographer's HANDBOOK



& Complete Technical Manual

#202A, 118 page book, **$24.95**

#202A

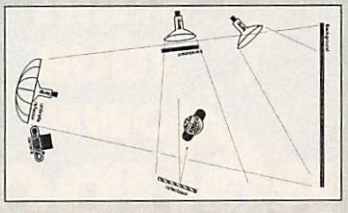
LIGHTING: six lighting arrangements for portrait or glamour photography, six ways to use flash in all your photography shots, calculate flash exposures, common flash mistakes; DARKROOM: twenty two steps to make great black and white proof sheets, twenty eight steps to make black and white enlargements, color kits for home processing, chemicals in color processing; EQUIPMENT: cameras, lenses, filters, accessories; FILM: black and white negative films, black and white reversal films, color negative films, color reversal films; EXPOSURE: how a light meter works, reading reflected light, reading incidence light, spot meters, built-in meters, hard to meter situations, reciprocity, close-up exposures; PLUS: complete technical glossary.

80 FULLY ILLUSTRATED DETAILED LIGHTING DIAGRAMS THAT YOU CAN USE AT HOME

Use these easy to follow diagrams to shoot portrait, glamour or any kind of photography with professional results. These diagrams use lighting elements that you can find around your own home including windowlight, natural sunlight, easy to make reflectors, and flash.

- **15 diagrams** illustrating indoor direct lighting.
- **18 diagrams** illustrate using sunlight.
- **26 diagrams** illustrating bounce light indoors.
- **21 diagrams** illustrate special arrangements for glamour and portrait that you can do around your own home.

80 TESTED



LIGHTING DIAGRAMS

fully illustrated

#203A, 120 page book, **$24.95**

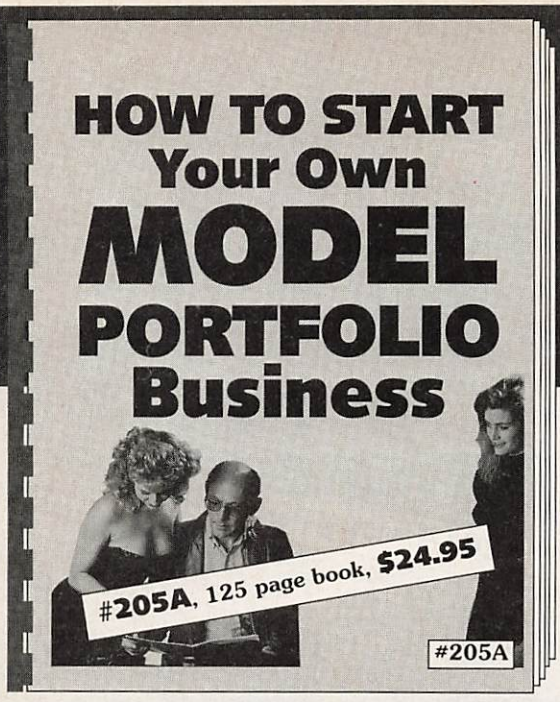
#203A

$24.95 each or

3 BOOK BUNDLE

(201A, 202A, 203A)

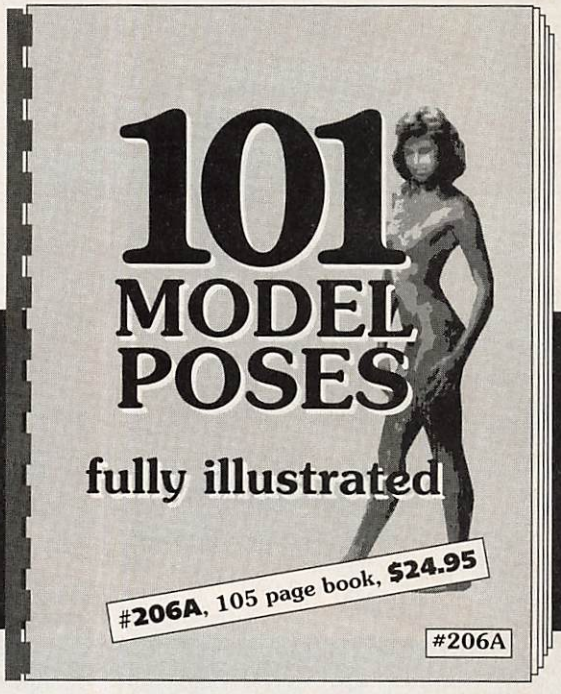
#203X - $59.95



For Photographers who are starting or expanding a model portfolio business, a step-by-step guide to get you started immediately in your home or studio with equipment you presently own. You can make $100-$800 easily the very first month shooting model portfolios for professional or amateur models. Learn how and why models will pay you to shoot them. You will find ways to meet beautiful - prospective models.

You will learn to shoot figure portfolios plus backgrounds and unusual ways to get the model to interact with a background. Learn 35 shooting locations that are available to anyone. Find proven methods to gain the model's confidence. You will learn the secrets and value of interviewing your model to planning an exciting portfolio with her.

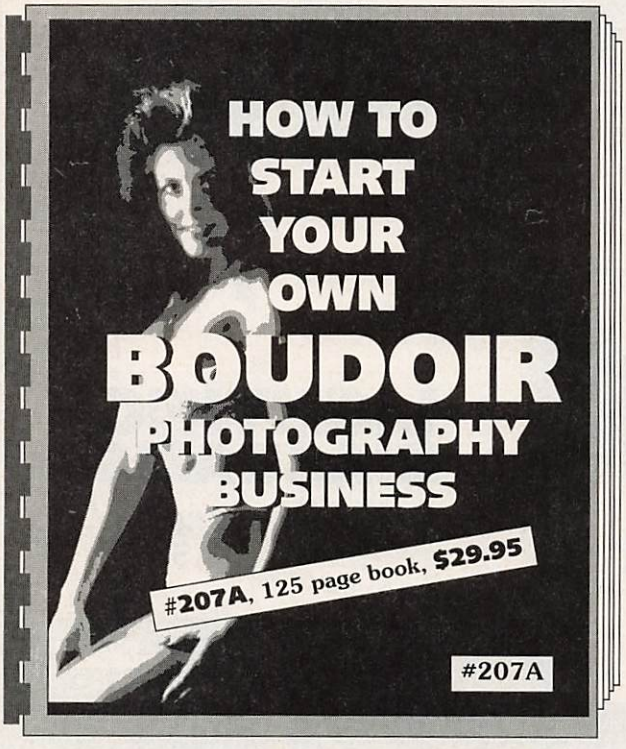
Pricing guides are accompanied by five complete sample Portfolio Packages. Tips for equipment, lighting, props and tips plus checklists, invoice and interview forms, business forms/contracts for all your needs, stunning sample composite and when to use it.



Complete range of poses including sitting, kneeling, standing and walking. You and your model can execute every one of these poses without a single prop or piece of furniture. The poses can be performed in any setting including home, studio or location. The poses are suitable for all types of photography: glamour, fashion, advertising and figure. The poses have been specially compiled to assist a photographer and model in creating a model portfolio. Use this guide to instruct your model while you shoot, use it to teach posing to the model or to conduct a workshop for several models.

SAVE TIME: A model can study and practice these poses on her own using a mirror, then execute them for you during the shooting session.

59 standing and "walking" poses, 32 kneeling poses and 10 sitting poses are fully illustrated.



How To Start Your Own
BOUDOIR PHOTOGRAPHY BUSINESS

is a book for photographers who want to CASH IN on the booming boudoir and intimate portraiture business. Photographers can start a profitable sideline income or expand their current photography income with boudoir photography by using the techniques and ideas in this manual.

This book guides you step-by-step through everything you need to know from finding your first client to building a thriving business! You will learn which women want your services and why. You will discover how you can get started fast — with basic 35mm equipment you already own. You will learn lighting methods that work to achieve the results your clients want. You will get instructions for creating sets that can be set up anywhere.

Everything you need to get started FAST in this exciting and rewarding field of photography is included in an easy to follow 9-part ready to use Start-up Kit. You get proven marketing ideas, pricing guidelines, checklists, interview forms, business forms, lighting and setting arrangements.

- **4 MIRACLE PROPS • 11 QUICK CHANGES**
- **7 INTIMATE SETTINGS • 17 "MUST ASK" QUESTIONS**
- **30 MINUTE SHOOT CHECKLIST**
- **HOW TO GET YOUR SUBJECT TALKING ABOUT YOU**

$24.95 each or

3 BOOK BUNDLE

(205A, 206A, 207A)

#207X - $59.95

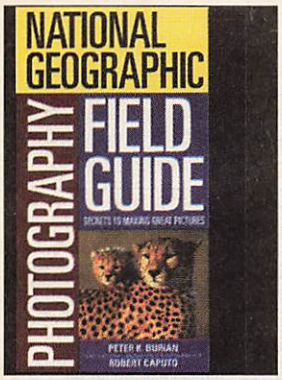
complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

Book Reviews

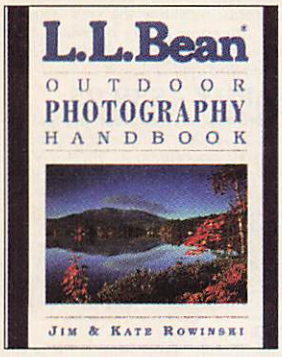
NATIONAL GEOGRAPHIC PHOTOGRAPHY FIELD GUIDE BY PETER K.



Burian and Caputo share the secrets to making great photographs of people, landscapes, and wildlife in this engaging and informative guide.

Tips include charts for selecting the right film, filter, and exposure; Cameras, lenses, and maintenance; using existing light and flash; effective composition; computers and photography; travel tips and gear and photography Web sites. $24.95 Soft cover, 352 pages. *National Geographic*, Washington, DC

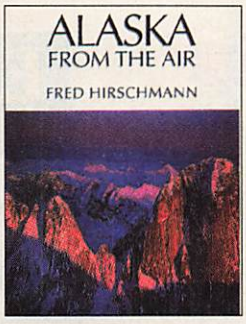
L.L.BEAN OUTDOOR PHOTOGRAPHY HANDBOOK by Jim & Kate Rowinski



Practical instruction on making the best of your outdoor shots, for beginning through intermediate photographers.

Perhaps the most common motivation behind the novice's study of photography is to be able to capture the beauty of the natural world, and here are the fundamentals with stunning color photographs that illustrate proper and improper technique, and helpful quick hints throughout. $18.95 Soft Cover. 162 pages. Lyons Press, NY, NY.

ALASKA FROM THE AIR by Fred Hirschmann



Experience high-flying adventures over Alaska without a hint of airsickness.

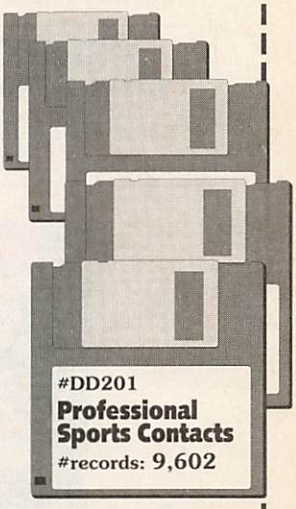
Renowned photographer Fred Hirschmann captures the indescribable magnificence of The Great Land in spectacular aerial photographs. This large coffee-table format book provides some truly rare views of the state's amazing scenery. (Graphic Arts Center Publishing1999, $39.95).

More on page 41

freelancer's
Directories on DISK!
PC or MAC!

MAILING ADDRESS +PHONE NUMBERS!

100,701 Contacts for Freelance Photographers



PUBLISHERS

DD101	$9.95	6,830 Book Publishers
DD102	$19.95	19,745 Newspaper Publishers
DD103	$19.95	10,400 Magazine Publishers
DD104	$9.95	1,299 Poster Publishers
DD105	$9.95	382 Post Card Publishers
DD10X	**$49.95**	**DD101-DD105 Bundle**

SPORTS & ENTERTAINMENT

DD201	$19.95	9,602 Professional Sports Contacts
DD202	$9.95	964 Sports Promoters & Managers
DD203	$9.95	3,164 Stadiums and Arenas
DD204	$9.95	1,970 Race Tracks
DD205	$19.95	18,374 Golf Courses
DD206	$9.95	923 Concert Bureaus
DD207	$9.95	7,437 Tourist Attractions
DD20X	**$69.95**	**DD201-DD207 Bundle**

AGENCIES

DD301	$19.95	16,808 Advertising Agencies
DD302	$9.95	1,894 Modeling Agencies
DD303	$9.95	909 Modeling Schools
DD30X	**$29.95**	**DD301-DD303 Bundle**

FIELD DEFINITIONS:
(USA only at this time)

NAME
ADDRESS
CITY
STATE
ZIP
PHONE NUMBER

FREELANCE BUNDLE!
DD99X - $129.95
(All 15 Disks above)

TEXT files on PC FORMATTED DS/HD 3.5 inch Diskettes! TAB delimited Fields, CR delimited Records. Compatible to IMPORT into most any Data Base, Word Processor or Spreadsheet program in your PC or MAC.

IFPO Seal On Disk!!
Macintosh .eps file on 1.44MB
IBM Compatible Floppy!
Item# D7049, $19.95

MACINTOSH ONLY!

Learn Photography at Home

With Brian Ratty, world famous photographer and educator

#3R0X - $199.95
(#3R01-3R08 bundle) 12 Hours
Spanish language VHS bundle - #3R0X.ESP
European PAL English version bundle - #3R0X.PAL
All $199.95 each bundle.

ON ASSIGNMENT SERIES brings to the amateur and beginning professional photographer the most complete, comprehensive video training series ever produced. This classic series is a must for any photographer's library.

#3R01 - BASIC 35MM PHOTOGRAPHY - $39.95
How an SLR works, f-stops and shutter speeds, exposure, depth-of-field, and film. Beyond basic techniques in taking better pictures, lenses, shooting with available light, flash, filters, Tools and techniques: candids, formal, environmental portraits, sports-action. 90 min VHS. *Spanish language VHS - #3R01.ESP, European PAL English version - #3R01.PAL, All $39.95 each.*

#3R02 - LIGHTING AND EXPOSURE - $39.95
Learn the direction, form, contrast, and color characteristics of light. Learn exposure control including measuring light, reflective metering, incidence metering, tonal control, fill latitude, and other factors. Elements of lighting, including natural light, available light, artificial light and electronic flash. 90 min VHS. *Spanish language VHS - #3R02.ESP, European PAL English version - #3R02.PAL, All $39.95 each.*

#3R03 - DESIGN·COMPOSITION - $39.95
Learn camera vision, lens-camera choice, framing. Composition- design elements: line, shape, texture, color; design principles: balance, movement, repetition, scale, emphasis, contrast, unity, color. Lighting direction and quality, controlling light and color, psychology of color. 90 min VHS. *Spanish language VHS - #3R03.ESP, European PAL English version - #3R03.PAL, All $39.95 each.*

#3R04 - STUDIO PHOTOGRAPHY - $39.95
Learn product photography in the studio. Learn to layout and design your own studio; studio and still life photography lighting. Learn to use large format cameras, including the view camera, handling sheet film, shifts, swings, tilts. Shoot people in the studio including portraits, shoot people on location, and tell a story with candids. 90 min VHS. *Spanish language VHS - #3R04-ESP, European PAL English version -#3R04.PAL, All $39.95 each.*

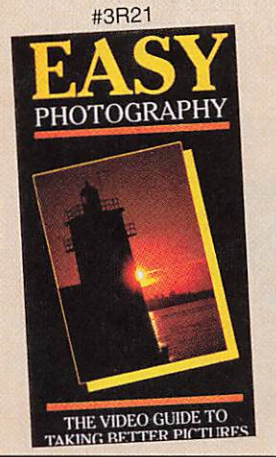
#3R05 - BUSINESS OF PHOTOGRAPHY - $39.95
Make your portfolio, Choosing your direction, the "best" portfolio, portfolio editing, and the interview. Sell your services. Breaking into and staying in business, directories, stock agencies, pricing, billing, Learn careers in photography, freelancing, staff opportunities. 90 min VHS. *Spanish language VHS - #3R05.ESP, European PAL English version - #3R05.PAL, All $39.95 each.*

#3R06 - BASIC VIDEOGRAPHY - $39.95
Video theory, audio theory, video formats, video cameras and recorders. Using a video camera, pre-production, shooting and editing. Video accessories, lighting , video markets. 90 min VHS. *Spanish language VHS - #3R06.ESP, European PAL English version - #3R06.PAL, All $39.95 each.*

#3R07 - THE DARKROOM - $39.95
Setting up your darkroom. Black/white film processing and printing. Processing color in the darkroom. Chemicals and paper. Layout a darkroom. Proofing and enlargements. Printing methods. Negative and print faults. 90 min VHS. *Spanish language VHS - #3R07.ESP, European PAL English version - #3R07.PAL, All $39.95 each.*

#3R08 - GLAMOUR PHOTOGRAPHY - $39.95
Understanding glamour and glamour assignments: cameras, film, lighting, make-up, hair, wardrobe, rights, model releases, magazine layout, props, sets, locations, posing, the glamour portrait, finding models, glamour markets, boudoir, lingerie. 90 min VHS. *Spanish language VHS - #3R08.ESP, European PAL English version - #3R08.PAL, All $39.95 each.*

#3R21



Get Pro Results
using a Point and Shoot Camera

#3R21 - $29.95 EASY PHOTOGRAPHY
Use a point and shoot camera to produce professional looking pictures. The program covers camera types, film, use of light, composition, basic photo techniques and much more. Easy instruction on how to take pictures of family, friends, children, pets and places. Picture faults and buying tips are covered. Learn to shoot like a pro, it's easy! 60 min. VHS.

#3R22 - $29.95 EASY HOME VIDEO
Basic techniques of using a camcorder and how to produce professional looking home videos. Learn video formats, video accessories, and pre-production planning techniques. Learn the best way to tell a visual story of your family, friends, events and places. 60 min. VHS.

#3R2X - $49.95 (#3R21, 3R22 bundle)

#3R22

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

PROFESSIONAL PHOTOGRAPHY TECHNIQUES

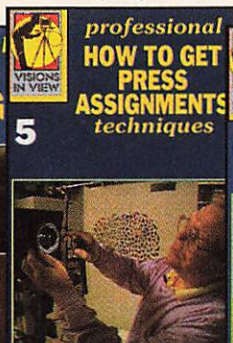
3VV1

3VV2

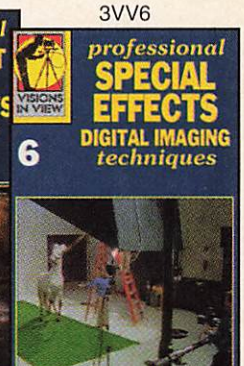
3VV3

3VV4

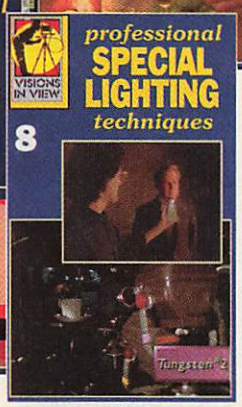
3VV5



3VV6



3VV7



3VV8

Professional Photography Techniques

Visions in View Series

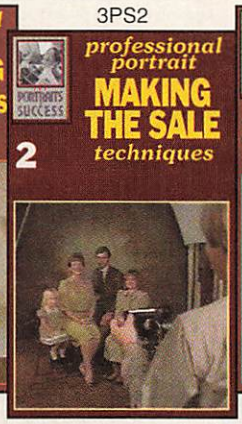
$39.95 each
or
$199.95 - 3VVX
for the entire 8 volume set
(3VV1 thru 3VV8)

Originally produced for Kodak, these "*Professional Techniques*" seminar style videos document new and innovative photographers at work in their studios and on-location. The photographers featured are at the top in their respective fields. They reveal professional secrets that you can use in ways you have not seen before. They share their striking images and the step by step "magic" they use to produce them. You will be amazed at the insights, trade secrets, techniques, insider tips and working habits waiting for you in abundance on these tapes. These are the secrets that can transform your photos several jumps up the development ladder no matter whether your interest is as a hobbyist or professional . See the complete review of all 16 Pro-Secrets Videos at IFPO's Internet Site: http://www.ifpo.net

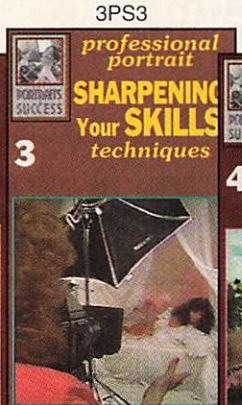
PROFESSIONAL PORTRAIT TECHNIQUES

3PS1

3PS2



3PS3



3PS4

3PS5

3PS6

3PS7

3PS8

Originally produced for Kodak, these "*Professional Portrait Techniques*" seminar style videos document new and innovative photographers at work in their studios and on-location. The photographers featured are at the top in their respective fields. They reveal professional secrets that you can use in ways you have not seen before. They share their striking images and the step by step "magic" they use to produce them. You will be amazed at the insights, trade secrets, techniques, insider tips and working habits waiting for you in abundance on these tapes. These are the secrets that can transform your photos several jumps up the development ladder no matter whether your interest is as a hobbyist or professional . See the complete review of all 16 Pro-Secrets Videos at IFPO's Internet Site: http:// www.ifpo.net

Professional Portrait Techniques

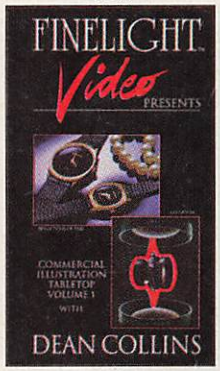
Portraits of Success Series

$39.95 each
or
$199.95 - 3PSX
for the entire 8 volume set
(3PS1 thru 3PS8)

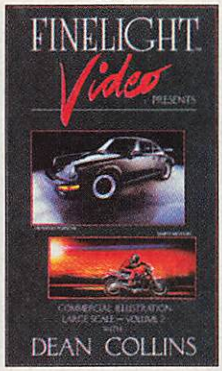
Learn PROFESSIONAL LIGHTING!

$44.95 *each*, or **#3D1X - $399.95**, 11 Vol. Bundle (3D11 THRU 3D21)

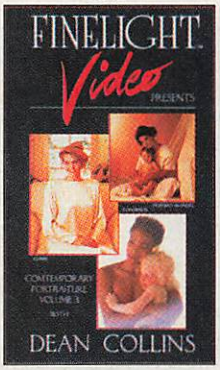
3D11



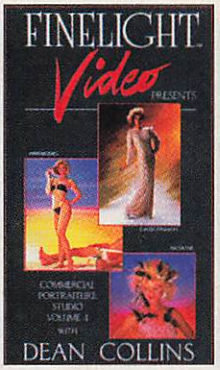
3D12



3D13



3D14

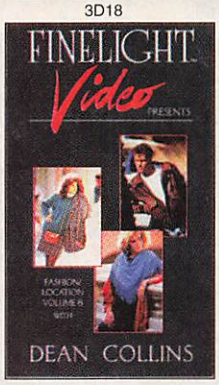


3D15

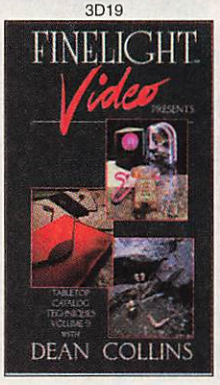
3D16

3D17

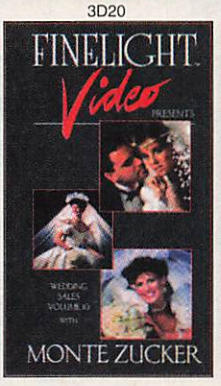
3D18



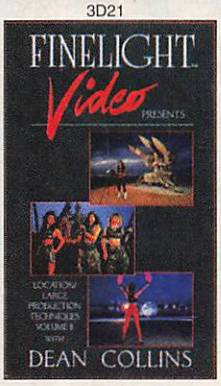
3D19



3D20



3D21



with
Dean Collins

World renowned professional photographer and educator brings his famous professional photography workshops to Home Video!

#3D11 Tabletop Commercial Illustration
Product Photography: Suspension techniques, neoning, floating objects and multi-exposures.

#3D12 Large Scale Commercial Illustration
Manipulate large objects (Porsche, motorcycle) to create motion and mood.

#3D13 Contemporary Portraiture
Create effects in studio; lighting control through metering.

#3D14 Studio Commercial Portraiture
Learn to control tone, background variety, outdoor sets.

#3D15 Location Commercial Portraiture
Capture high glamour and relaxed moods outdoors; Control direct and diffused sunlight.

#3D16 Glamour Using Chromazones
High/low key lighting control with white and dark backgrounds plus tonal quality control.

#3D17 TableTop Using Chromazones
Step-by-step through set building, composition, and metering for the product photography.

$44.95 *each*

#3D18 Fashion on Location
Control sunlight and reflected light through metering.

#3D19 TableTop Catalog Techniques
Use chromazone techniques to create dazzling catalog presentations and dramatic shadows.

#3D20 Wedding Sales with Monte Zucker
Leading wedding photographer shares his techniques.

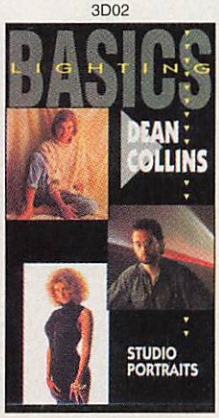
#3D21 Large Production Techniques
Use props as big as airplanes and as bold as missiles with glamour models on-location.

Learn LIGHTING BASICS with Dean Collins

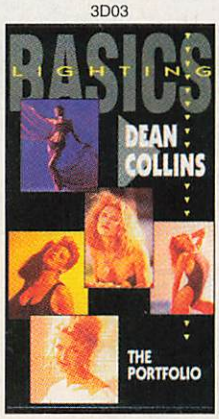
$34.95 *each*, or **ALL 4 for $129.95**
#3D0X - $129.95, 4 Vol. Bundle (3D01 THRU 3D04)

3D01

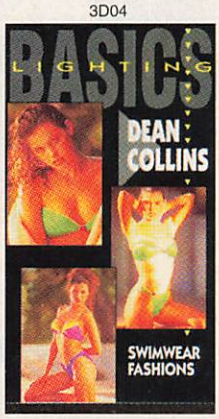
3D02



3D03



3D04



#3D01 OUTDOOR PORTRAITS
Learn the keys to creating outdoor portraits that sell. See how Dean Collins uses flash, diffusion scrims, reflectors and mirrors to create simple and beautiful outdoor portraits. Learn methods of lighting that allow you to shoot throughout the day. Detailed lighting diagrams make using the techniques on this video easy. Basic and advanced techniques are covered. 30 min. VHS.

#3D02 STUDIO PORTRAITS
Collins creates four stunning portraits using only one flash as his primary light source. Produce high-key, Rembrandt and Casual portraits. See how each technique affects the final image.You will learn simple metering techniques and methods of controlling light plus how to light for eyeglasses. 30 min. VHS.

#3D03 The MODEL PORTFOLIO
Dean Collins creates 7 looks for one model in one day! Learn what Talent Agents are looking for in a model's composite and portfolio. Produce stunning head shots, indoor and outdoor fashion, and colorful glamour photography. Learn how to take an outdoor fashion shot anywhere! 30 min. VHS.

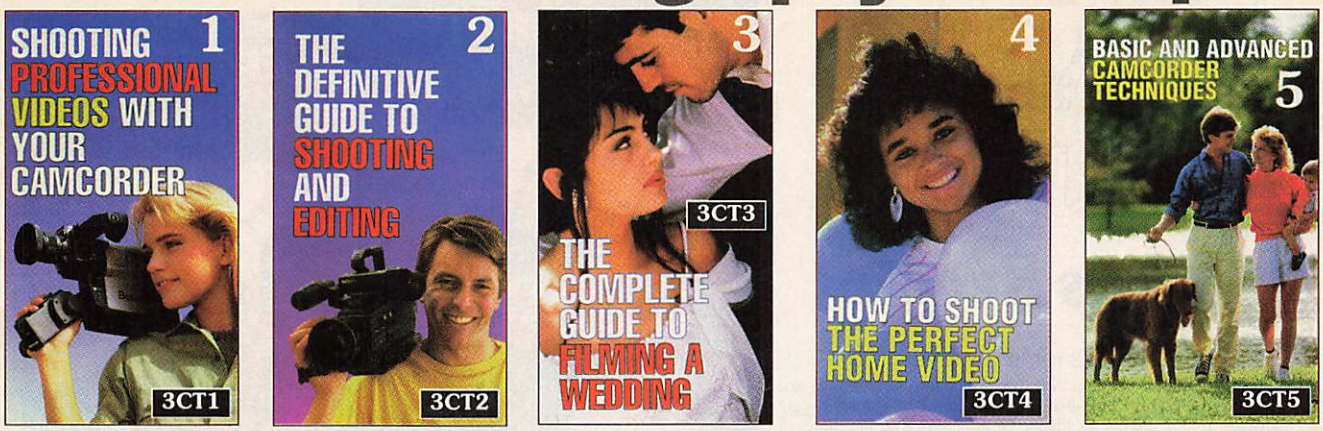
#3D04 SWIMWEAR FASHIONS
World-renowned photographer / educator Dean Collins explains the keys to producing top-quality swimwear photographs. Simple lighting techniques are used *on location* to create dazzling images. Use mirrors, diffusion scrims and reflector panels effectively. Examples and easy-to-understand diagrams. 30 min. VHS.

complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

Camcorder - Videography Techniques



The CAMCORDER INSTRUCTIONAL Video Series

3CT1 - Shooting Professional Videos With Your Camcorder. Video formats, Planning your shoot, Framing your shots, Using the zoom, Creating various mood effects, Sound, Lighting, Accessories, Video techniques. 50 min. VHS.

3CT2 - The Definitive Guide To Shooting And Editing. Principals of editing, Editing formats, Equipment, Studio environment, Insert and assemble editing, Post production, Audio mixers and captions, Maintenance/hints and tips. 50 min. VHS.

3CT3 - Complete Guide To Filming A Wedding. Preparation •Gaining Permission, Interviews with experts, Keeping ahead of the action, Common mistakes, Editing in camera, Sound, The big day. 50 min. VHS.

3CT4 - How To Shoot The Perfect Home Video. Weddings, Parties, Family events, Days out, Concerts, Christmas, Hints and tips, Titles. 50 min. VHS.

3CT5 - Camcorder Techniques. Composition, Angles, Focal Length, Aperture, Zooms, Pans, Crossing the line, Editing practice, Equipment, Microphones, Lighting and filters, Titles. 50 min. VHS.

$39.95 each or

All 5 (3CTX) - $179.95

5 tape bundle (3CT1 - 3CT5)

How To Shoot SUPER VIDEOS

series by ADITA Video Inc.

#3AVX - $239.95, 7 Vol. Bundle

11.5 Hrs. VHS

#3AV1 - $39.95

Know Your Camcorder and Video Fundamentals

Learn all camcorder features and how to use them effectively. How to make correct buying decisions based on formats and features. Learn video fundamentals including selecting and care of tapes, battery use and maintenance. How to choose a tripod and more. 90 min. VHS.

#3AV2 - $39.95

How To Shoot Video Like A Pro

Use photo concepts the way the pros do to make super videos. Learn visual basics, focusing tips, and proper composition. Discover how shutter speed and depth of field principals impact on your videomaking. **BONUS:** How to transfer your own home movies, slides and photographs to videotape. 90 min. VHS.

#3AV3 - $39.95

Camera Moves Continuity and Combining Shots

Learn how to add variety and interest to your videos by making smooth, proper camera moves including pans, tilts, dollying and zooming. How, When and Why you should zoom. **PLUS** "In-Camera" Editing Techniques and Shooting To Edit. 120 min. VHS.

#3AV4 - $39.95

Lighting and Sound Techniques

Get great lighting with minimal equipment. Discover how to use the 4 qualities of light; 5 ways to overcome dreaded backlighting problems; Filters add a new dimension. Recording Sound: Why the microphone on your camcorder often gives disappointing results. Inexpensive AlternativeS. Audio dubbing and mixing. 90 min. VHS.

#3AV5 - $39.95

Basic Editing With Consumer Gear

Learn: Basic equipment hook-ups to start editing with equipment you already own; Proper connections to do simple assemble editing using the "pause" method; Minimize a loss in quality when editing tapes; Develop a sense of timing and pacing when editing. 90 min. VHS.

#3AV6 - $39.95

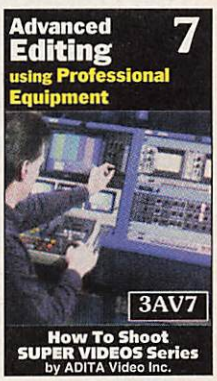
Intermediate Editing-Prosumer Gear

Learn what equipment is required to achieve accurate and "clean" looking edits. Learn about "jog/shuttle" VCRs and edit controllers. Discover "Insert Editing" – the way to add new sound tracks to your videos. On screen graphics and samples illustrate techniques. 90 min. VHS.

#3AV7 - $39.95

Advanced Editing -Professional Gear

Come on a tour of ADITA Video's studio and learn professional editing techniques. Features and benefits of using professional editing equipment. **PLUS:** Inside tips on running a video business, setting rates, marketing, and important money making ideas are revealed. 120 min. VHS.



$39.95 each

ORDER FORM on page 47

ORDER TOLL FREE 24 hours 7 days

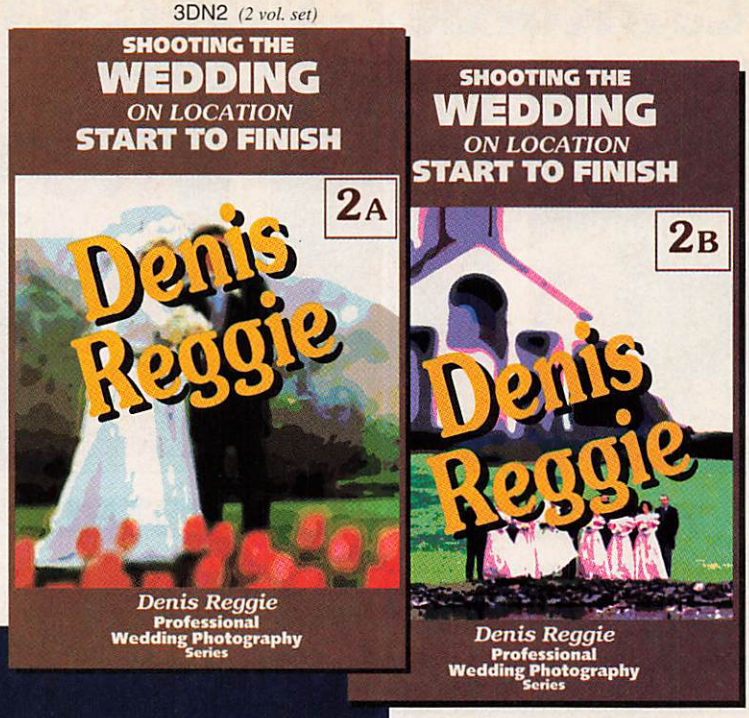
1-800-654-9557

complete IFPO Programs and Catalog

www.ifpo.net

BUY!
IFPO recommends this product to its members!

3DN2 *(2 vol. set)*



Denis Reggie

#3DN2 *(2 vol. set)* **$149.95**

The first volume demonstrates pre-ceremony, ceremony and reception coverage and also features scores of actual Reggie images from numerous weddings. Discussions cover his approach and attitude, equipment, techniques, even hints on which moments to look for at the wedding. In the second volume, follow step-by step as Denis Reggie shows you how he shoots an entire wedding day. 1 1/2 hours VHS (2 Tape Set).

Denis Reggie

Denis Reggie's client list reads like Who's Who: Jacqueline Kennedy Onasis, James Taylor, Arnold Schwartzeneger, Ted Kennedy, Pete Rozelle, Leeza Gibbons (to name a few). His Wedding Photography secrets have been sought out by The New York Times, Life magazine, Glamour, USA Today, Bride's, and P.M. Magazine. Denis Reggie calls it his "wedding photojournalism" style. We call it the definitive series for learning contemporary wedding photography whether you are a working pro or an aspiring amateur.

Wedding Photojournalism Series

$79.95 each or
#3DNX - $299.95
4 Vol. Bundle (#3DN1,3,4,5)

#3DN1 Wedding Photojournalism

This straight forward lesson is ideal for those seeking a development in their personal photography style toward a more sensitive, lucrative and enjoyable approach. 40 min. VHS.

#3DN3 The Art of Selling

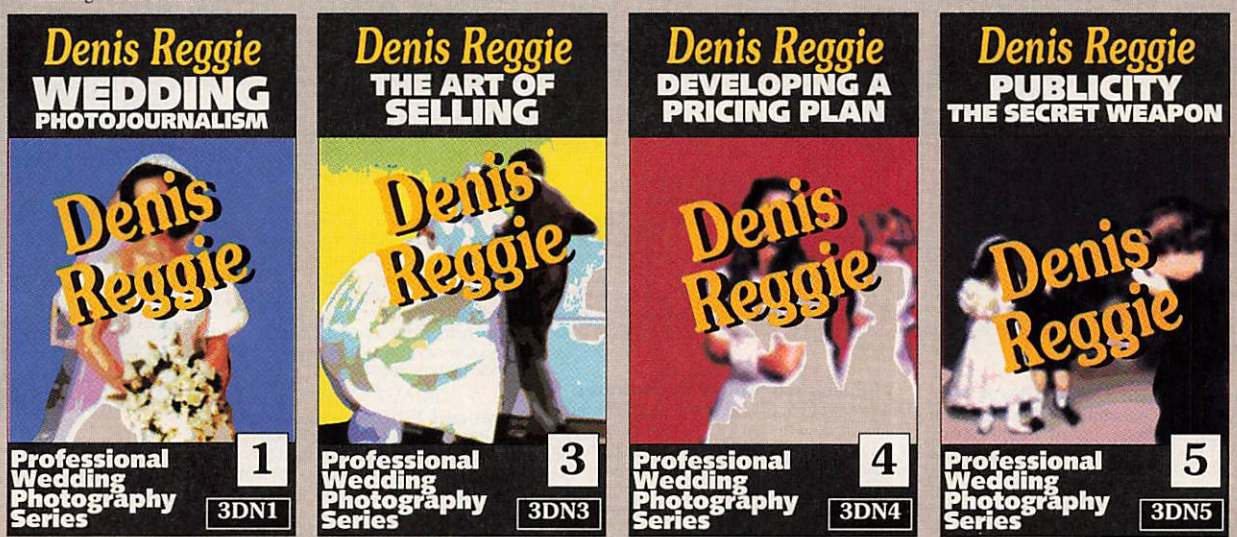
The Reggie winning sales presentation, what to say, how to set-up the perfect meeting. 55 min. VHS.

#3DN4 Developing a Pricing Plan

Pricing principles revealed! Save years of trial and error by learning pricing secrets. 45 min. VHS

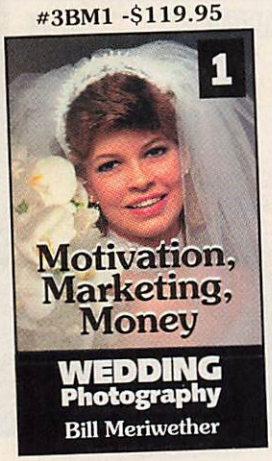
#3DN5 Publicity: The Secret Weapon

Denis Reggie divulges his techniques and suggestions you can use right away! 50 min. VHS.



Wedding
Photography with Bill Meriwether

#3BM1 -$119.95



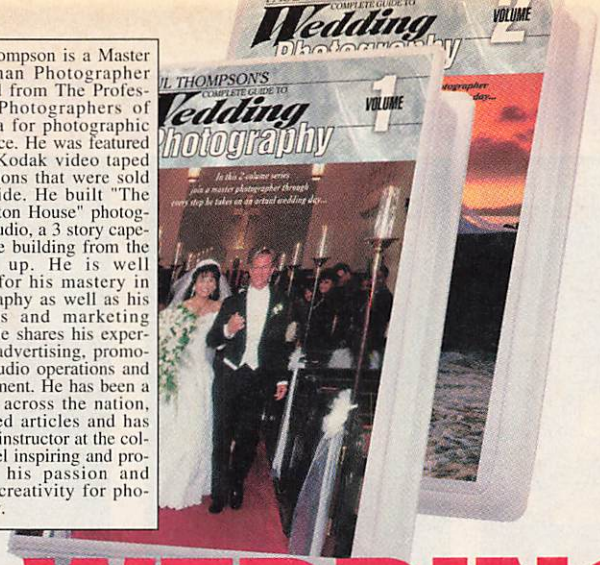
Motivation- Marketing- Money: Bill Meriwether shares his marketing skills and efficient methods for operating a wedding photography business. Everything you need to know from the first contact to the delivery of the wedding album; included: equipment, lab processing and a numbering system for albums. 60 min. VHS.

#3BM2 - $119.95

Create Wedding Albums: Through attention, interest, desire, and action Bill Meriwether creates exquisite wedding albums. He shares his ideas on using special effects in wedding photography, marketing, contracts and selling techniques.. 78 min. VHS

#3BMX - $199.95
(2 Volume Bundle VHS)

Paul Thompson is a Master Craftsman Photographer awarded from The Professional Photographers of America for photographic excellence. He was featured in two Kodak video taped productions that were sold worldwide. He built "The Huntington House" photography studio, a 3 story capecod style building from the ground up. He is well known for his mastery in photography as well as his business and marketing skills. He shares his expertise on advertising, promotions, studio operations and management. He has been a speaker across the nation, published articles and has been an instructor at the college level inspiring and promoting his passion and artistic creativity for photography.



This new video series is packed with 20 years of practical experience, knowledge, skills and tips. Paul uses a real wedding as well as studio demonstrations to illustrate methods he has learned and developed while becoming one of the nation's most successful wedding photographers.

WEDDING Photography

#380B - $139.95
(2 vol. set VHS)

BUY! IFPO recommends this product to its members!

Vol. 1 (55 Min.) Includes:
- An actual wedding being photographed
- How to achieve quality lighting on location
- Posing the bride and groom at the wedding
- How to pose small and large family groups
- Ceremony photographs that must be taken
- Studio lighting and posing demonstrations
- Tips on how to operate a studio successfully

Vol. 2 (45 Min.) Includes:
- An actual reception being photographed
- How to photograph cake cutting and groups
- Outdoor romantics with the bride and groom
- Studio portrait session with bride and groom
- Complete equipment guide for weddings
- Recommendations for forms and contracts

FREE BONUS with your order

(WHILE SUPPLIES LAST)
- Detailed list of "must poses" that will make every wedding day complete.
- Sample "agenda card" to carry with you, and make your day run smoother.
- Copy of Paul's actual "wedding contract" that every bride completes.
- "Schedule" to help plan the wedding day's photographs with the bride.

David Smith Wedding Series

A professional photographer since 1971, David Smith Achieved the Master of Photography and Photographic Craftsman Degrees by 1979. His photographs are displayed nationwide including the Kodak pavilion at Epcot Center. Kodak's wedding photography brochure primarily uses David Smith's photos.

$99.95 each or
#3DSX - $449.95
(5 volume bundle VHS)

3DS1

3DS2

3DS3

3DS4

3DS5

1 Lighting and Posing Ideas
David Smith poses male & female subjects using his delicate, sensitive lighting patterns, lighting ratios and exposure. 49 min. VHS.

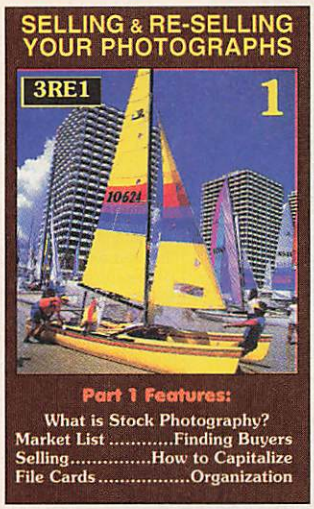
2 Working With Kids
Babies, children and mothers-to-be are demonstrated in beautiful poses in high key, low key and window light portraiture. 70 min. VHS.

3 Window Light Weddings
David Smith demonstrates his methods in achieving his portraits with soft focus, vignetting, and maintaining the lighting ratio. 48 min. VHS.

4 Basic Bridal Portraiture
Exquisite bridal portraits with lighting, props, high & low key and backgrounds. Body placement and weight distribution posing secrets. 55 min. VHS.

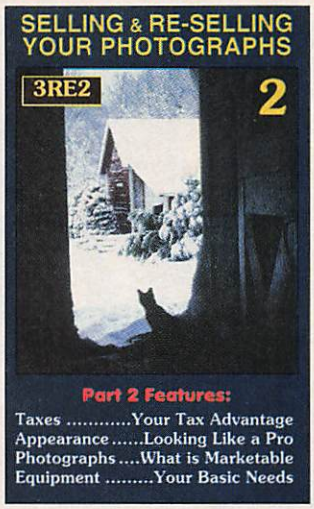
5 Romantic Moments
A couple goes on location to show you how to use available light, trees, fences and lakes. Covers the use of reflectors for fill light.. 45 min VHS.

HOW TO SELL PHOTOS YOU ALREADY HAVE



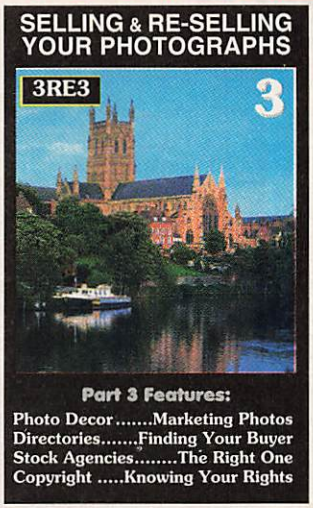
Part 1 Features:

What is Stock Photography?
Market List .....Finding Buyers
Selling.....How to Capitalize
File Cards.....Organization



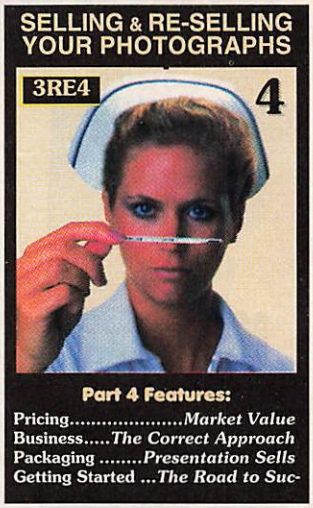
Part 2 Features:

Taxes .....Your Tax Advantage
Appearance .....Looking Like a Pro
Photographs ....What is Marketable
Equipment .....Your Basic Needs



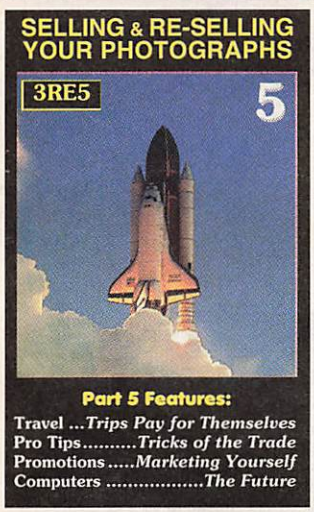
Part 3 Features:

Photo Decor.....Marketing Photos
Directories.....Finding Your Buyer
Stock Agencies.....The Right One
Copyright .....Knowing Your Rights



Part 4 Features:

Pricing.....*Market Value*
Business.....*The Correct Approach*
Packaging .....*Presentation Sells*
Getting Started ...*The Road to Suc-*



Part 5 Features:

Travel ...*Trips Pay for Themselves*
Pro Tips.....*Tricks of the Trade*
Promotions.....*Marketing Yourself*
Computers .....*The Future*

by photographer
Rohn Engh

$29.95 each or

#3REX (ALL 5) - **$129.95**
5 tape bundle (3RE1 - 3RE5)

You Will Learn:

- **Who Buys Photos**
- **Which Photos Sell**
- **Shortcuts to Start**
- **How to Price**
- **Trade Secrets**

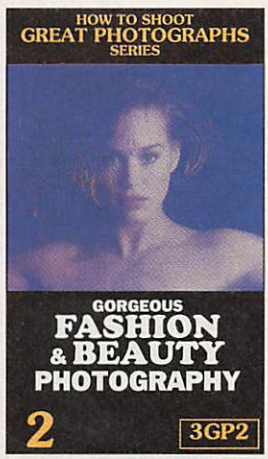
#3RE1 Who Buys Photos and Why!
Finding Photo Buyers is EASY! Why Stock Photography is HOT! Why Photo Buyers Come to You! How Your Photo Files Turn Pictures to CASH! How to Squeeze Even More Cash From Your Expenses! 50 min. VHS.

#3RE2 Top Money Making Secrets!
Learn Which Photos You Have Already Taken Will Sell and Over and Over again! Learn The EASY Steps to Look Like a PRO! Learn the Basic Equipment You Need for Success! 50 min. VHS.

3RE3 Best Shortcuts to Quick Cash!
Learn Which Photo Agencies Want YOUR Pictures! Learn How to Make Even Ordinary Photos Sell! Learn Shortcuts to Big Sales Using Directories! Quick and Easy Copyright Tips! 50 min. VHS.

#3RE4 Pro Start-up and Pricing Guide!
Easy Steps to Get Started With What You Now Have! Learn the "CA" (Correct Approach System)! Learn The Inside Secrets of Pricing and Packaging! 50 min. VHS.

#3RE5 Winning Trade Secrets and Tips!
Learn the Trade Secrets that Insiders Took Years to Learn! Learn How Vacations Can be FREE From Now On! Marketing Yourself! Learn Future Trends That Will Jump You Ahead of the Pack! 50 min. VHS.



Great Photographs
MADE EASY
Series

$59.95 each or

#3GPX (3 vol. set) - **$179.95**
3 tape bundle (3GP1 - 3GP5)

#3GP1 - WONDERFUL STILL LIFE & FOOD PHOTOGRAPHY

With Allen Vogel. "Photos of food should be enticing and have appetite appeal." You will see how to select and prepare foods and beverages. Learn how to work with a food stylist and what to do if none are in your area. This video also shows you how to light, compose and shoot still life products. Allen Vogel has worked with ad agencies and corporations, including Chrysler, Coca-Cola, General Foods, Max Factor and Pepsi Cola. He has conducted seminars at Parson's School of Design. 60 min. VHS.

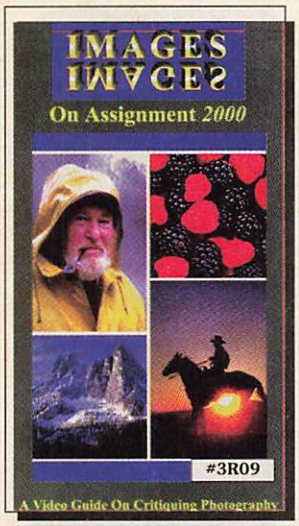
#3GP2 - GORGEOUS FASHION & BEAUTY PHOTOGRAPHY

With Dennis Kitchen. "The most glamorous area in photography includes casting models, make-up and hair. It shows the easy way to build and light a set. It explains the aesthetics and logistics needed for a successful location shoot, and the subtleties that create fantastic beauty close-ups." Dennis Kitchen is one of the hottest photographers in NYC. This award winning pro's clients include American Express, AT&T, British Air, DuPont, ELLE Magazine, and General Foods. 60 min. VHS.

#3GP3 - State-of-the-Art SPECIAL EFFECTS PHOTOGRAPHY

With Charles Wieshahn. 'How was that done?' This video shows you how to create special effects on the set, in the camera and in the darkroom. It covers multiple exposures, strobe effects, glows, blurs, floating objects and other effects, all without expensive or complicated equipment." Charles Wiesehahn has created his magic for Chivas Regal, General Electric, IBM, Mobil, Pan Am, Sony, TWA, Volkswagen, Volvo, Xerox and others. 60 min. VHS.

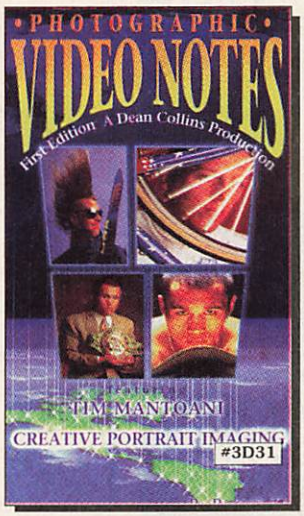
ORDER TOLL FREE 24 hours 7 days
1-800-654-9557
ORDER FORM on page 47



#3R09
$39.95

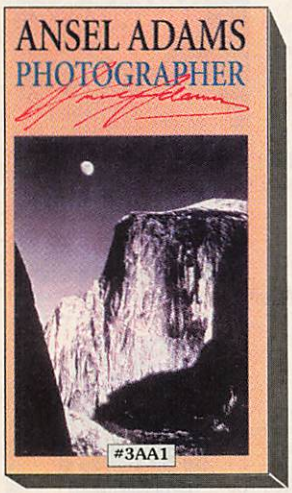
FINALLY! A home video that tells you how to CRITIQUE your own photos.

Learn what makes some images successful and others not successful! NEW from famous photographer and educator Brian Ratty and Media West Home Video! 60 minutes.



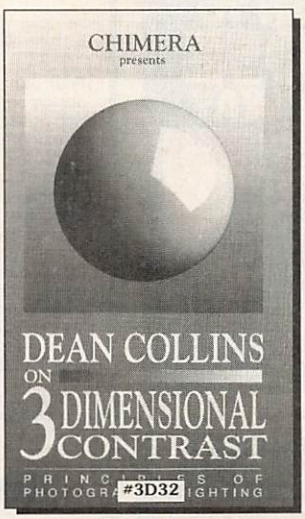
Sports Photographer Tim Mantoani in association with Dean Collins shows you how a professional shoots sports figures! 45 min. VHS.

#3D31 - $39.95



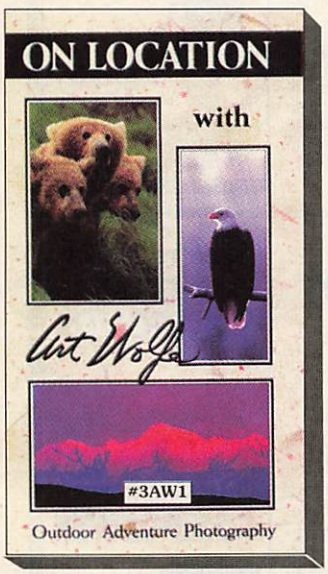
#3AA1
$39.95

This video captures the spirit of the man as he talks about his life and demonstrates the equipment, shooting methods and darkroom techniques which have made him famous. 60 min.



Learn the principles of photographic light through detailed diagrams and stunning imagery! Dean Collins. 45 min.VHS.

#3D32 - $39.95



#3AW1
$39.95

ON LOCATION with Art Wolfe documents Art's unique approach to locating and photographing a variety of wildlife and scenic landscapes, as he travels through Alaska's wilderness.

From selecting the appropriate lens to framing an intimate wildlife portrait to handling low-light macro photography, you'll have the opportunity to experience Art's masterful insight and broadbased expertise ... as he travels ON LOCATION.. 50 min. VHS.

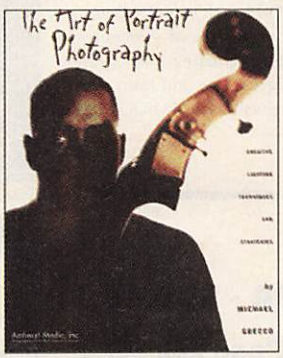
Book Reviews

Until Now
By Anne Geddes

From its lavish opening end paper to the striking die-cut title page, photographer Anne Geddes chronicles the unique vision she introduced to the photography of children.

UNTIL NOW includes six dramatic gatefolds. Throughout, exquisite image details have been enlarged or reproduced to complement the adjacent, full-sized work, accentuating the beauty within each photograph. ($49.95 hardbound) For information call 212 725 7707.

THE ART OF PORTRAIT PHOTOGRAPHY
by Michael Grecco

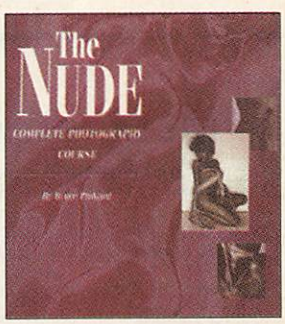


Grecco is well known for his characteristic off-beat, conceptual and fresh style.

His color work tends to be bold for bigger impact, while his black & white photos are dramatically lit and often toned.

This book features dramatic lighting techniques and diagrams, creative solutions for difficult shoots as well as posing for individuals and groups. $29.95 soft cover. 125 pages. Amherst Media, Inc.

THE PROFESSIONAL LOOK OF NUDE PHOTOGRAPHY
by Bruce Pinkard



You'll find advice on every aspect of nude photography that will enable you to reveal the sensual curves, contours, and symmetry of the female form, whether your goal is purely artistic or erotic. Silver Pixel, distributed by Sterling, $29.95, softcover, 192 pages.

More on page 43

Glamour Photography Techniques

for Inexperienced Models

#3R47 - $39.95

International model Dona Speir together with pro Make-up Artist, Hair Stylist, Wardrobe expert show your amateur models how to shine. Dona shares her secrets with three young hopefuls and transforms them into beautiful models. 30 min. VHS.

- Great for Young, Inexperienced Models
- Techniques for Applying Make-up
- Posing Sessions
- Making a Portfolio
- Choosing the Right Clothing & Accessories
- How to Get Work

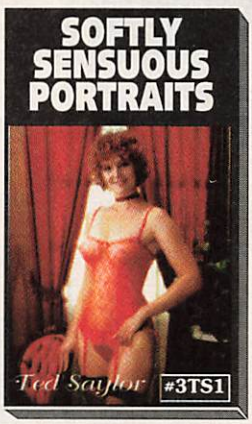
#3GB2 - $39.95

Gary Bernstein's THE MAGIC OF PHOTOGRAPHY Whether you're an amateur or seasoned pro, this guide to people photography is a must. Using readily available equipment and props, Bernstein covers 8 studio sequences from model styling and posing to lens selection, camera angles, composition and exposure ratios. Bernstein, a top fashion and glamour photographer shares his secrets. Complete lighting diagrams appear at the beginning and end of each section so you can recreate them. Includes important tips on Lighting, Posing, Lens Selection, Camera Angles, Exposure Ratios and Composition. Appearances by Kay Sutton York + Top International Models . 45 min. VHS. Contains nudity.

Ted Saylor holds the Master of Photography and Photographic Craftsman Degree plus many national and regional awards. He lectures and conducts seminars in the USA and Canada.

#3TS1 - $69.95

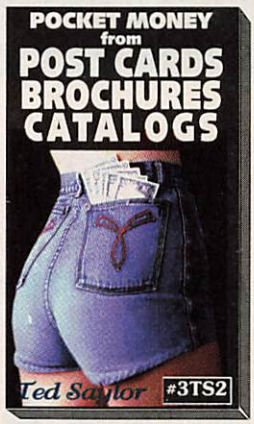
SOFTLY SENSUOUS PORTRAITS Gets you started in the lucrative area of glamour and boudoir photography including props, posing and lighting techniques. You will learn to produce Boudoir Portraits that sell. 45 min. VHS.



Ted Saylor holds the Master of Photography and Photographic Craftsman Degree plus many national and regional awards. He lectures and conducts seminars in the USA and Canada.

#3TS2 - $69.95

POCKET MONEY from POST CARDS, BROCHURES and CATALOG SHEETS shows you how to shoot, sell and find new markets for your photos. 53 min. VHS.



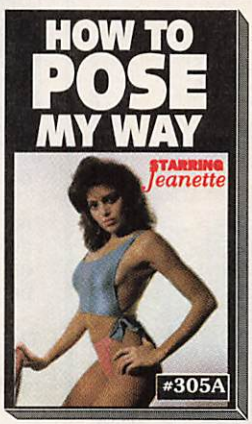
#305A - $39.95

How To Pose My Way

You will learn:

- Over 100 Poses for the face and body
- Four costume changes
- Dozens of "mood changes"
- Make-up changes

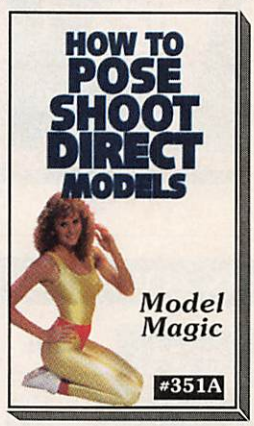
Learn to increase your income by reducing model training time. puts your models at ease and builds confidence: the key to success. Produced By Mike Rose AMR Productions. VHS.



#351A - $39.95

Four part program to assist photographers in posing positions, directing techniques, working with amateur models, and the "do's and don'ts" of model photography. Learn how to make a model feel free and uninhibited in your environment. Prepare amateur models for their first shooting session including make-up, wardrobe and props

Learn how to pose models, even amateur, untrained models in their first photo session. Each pose is illustrated carefully, showing the position of the feet, angles of the hips and shoulders, tilt of the head and the curve of the spine. Variations of each pose are explained fully with advantages and disadvantages. Learn standing, kneeling, sitting, reclining poses. 30 min. VHS

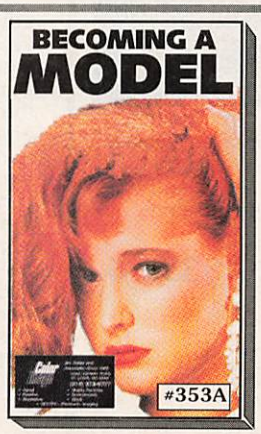


#353A - $49.95

This is the "**WARM-UP**" tape you have been looking for to get your amature model in "the right mood" to help you get the shots you've always wanted to get! This tape explains to amateur models what is expected of them.

BONUS: This tape explains to the model what the portfolio is for and will be convinced that money spent on a portfolio is an investment for her future.

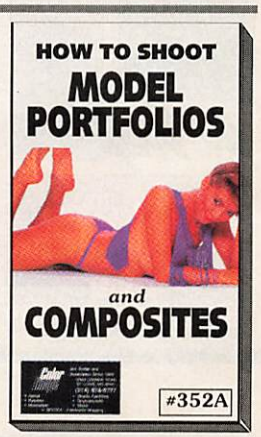
Make-up for composites, hair styles for various poses, required poses for composites, selling yourself and the model interview. 34 min. Jim Trotter.



HOW TO SHOOT MODEL PORTFOLIOS and COMPOSITES

#352A - $49.95

MODEL PHOTOGRAPHY, You get the knowledge of what a portfolio should be and how to shoot it. A simple and inexpensive lighting set-up that anyone can do. Posing is included, as well as basic make-up and business practices. Systems for Success by Jim Trotter. 40 min. VHS. Contains unrated nudity



complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

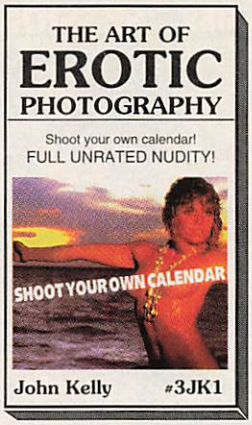
ORDER FORM on page 47

#3JK1 - $39.95

World famous lensman John Kelly shares his professional secrets using 4 amateur models for a major calendar shoot. Learn how to:

- Create a glamour concept: think visually.
- Choose and test shoot your model.
- Relax and pose your model.
- Emphasize your model's erotic points.
- Use natural light creatively - shoot outdoors!
- Photograph glamour at night.

This video is not just for photographers! 60 min. VHS. Full unrated nudity, mature audience.



#303A - $39.95

As we all know, makeup plays an important role in shooting photography. This thirty minute video offers a rare opportunity for all types of professionals to develop their own capabilities and creative awareness. Even if you are not interested in applying makeup yourself, this video will give you a full understanding of all creative, technical, and business aspects. The video will cover: Explanation of all products and tools, color theory, technical application for color and black and white photography, different styles of makeup, and how to best analyze a makeup for your needs. By the end of the video, you will not only leave with a new craft, but also with a full understanding of how it affects and adds to your career. VHS.

MAKEUP FOR THE PROFESSIONAL
The Creative and Technical Aspects of MAKEUP FOR THE CAMERA
#303A
A HANDS-ON GUIDE FOR ALL PROFESSIONALS
By Jules Warren
INTERNATIONAL MAKEUP ARTIST

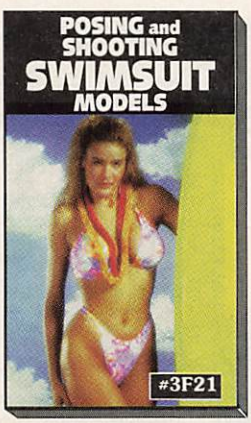
NUDE & SWIMSUIT
MODEL POSING SERIES

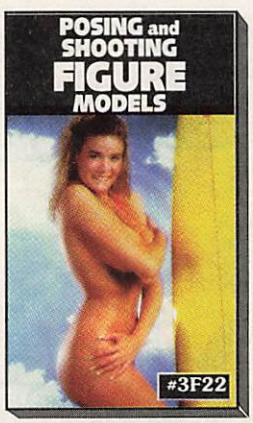
Watch as Photographer Hugh Frazier demonstrates reclining poses, standing poses, sitting poses. Learn how to achieve flattering effects and how to use sets and props. Both professional and amateur models are used. Both videos are approximately 1 hour long (VHS) and contain **unrated nudity**.

#3F21 - $39.95 Posing & Shooting SWIMSUIT Models

#3F22 - $39.95 Posing & Shooting FIGURE Models

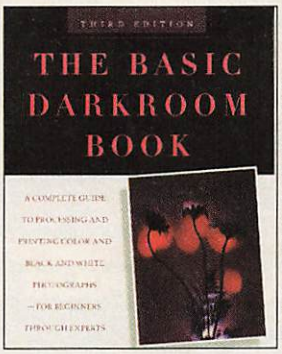
#3F2X - $59.95 FIGURE/SWIMSUIT 2 Vol. set
(#3F21 & 3F22 Bundle)





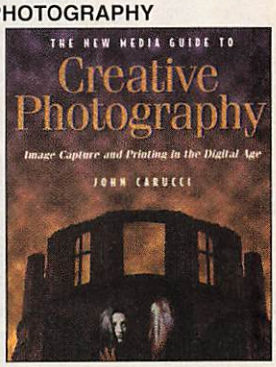
Book Reviews

THE BASIC DARKROOM BOOK
by Tom Grimm



This timeless classic has been newly-revised to include the latest and most up-to-date information available. It offers indispensable information on the entire photographic process including everything you need to know to producer top quality prints in your own home. $18.95 soft cover. 436 pages. A Plume book.

THE NEW MEDIA GUIDE TO CREATIVE PHOTOGRAPHY
by John Carucci



Carlucci shows how to expand the boundaries of creative expression afforded by technological advances that are changing the face of photography. Photographers, graphic designers, home-computer owners - beginners and pros alike - will all learn how to produce impressive images digitally with Carlucci's lucid guidance and enjoy the new power of imaging that is at their fingertips. As the title so aptly summarizes, both the creative process and the basic visual techniques needed to make fine pictures - regardless of the technology used - are fully covered $24.95 Soft cover. 144 pages. AMPHOTO Books.

HIGH ABOVE THE CANADIAN ROCKIES
by Russ Heinl

Aerial photographer Russ Heinl has captured the raw size and power of the Rockies in a way impossible to appreciate from the ground. The photographs, taken from the unique vantage point of a helicopter, run the gamut from sweeping majestic landscapes to dramatic close-ups.$29.95 Hardcover. 140 pages.Firefly Books. Ω

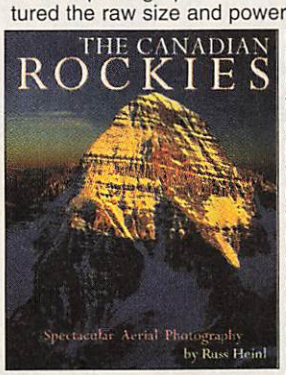


FIGURE NUDE PHOTOGRAPHY SERIES

These videos help beginning models get started in nude and figure glamour modeling and help photographers and videographers sharpen their ability to work with nude models. These videos are loaded with example shoots that you can do yourself. 60 min. per video, VHS & contain **unrated nudity**. Hugh Frazier, Frazier Photography.

$39.95 each or

#3F0X - $199.95

7 Vol. Bundle (#3F01-3F07)

these videos contain Unrated Nudity

#3F01 - PHOTOGRAPHING GLAMOUR MODELS
#3F02 - BEST OF FRAZIER PHOTOGRAPHY
#3F03 - PHOTO FANTASIES
#3F04 - PHOTO SESSIONS VOLUME 1
#3F05 - PHOTO SESSIONS VOLUME 2
#3F06 - BY POPULAR DEMAND
#3F07 - FRAZIER'S FAVORITES
#3F0X - 7 Vol. Bundle (3F01-3F07) - $**199.95**

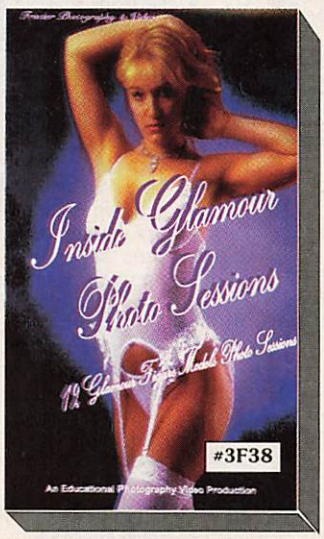
#3F38 - $49.95

INSIDE GLAMOUR PHOTO SESSIONS

NOW you can take a front row seat in the photo studio of glamour and figure photographer Hugh Frazier Jr. as he photograph's 12 beautiful figure models.

You will learn lighting including diagrams plus hear the photographer and director direct the models through their poses.

If you want to see what really happens in a figure studio, this video is for you. 60 min VHS, contains unrated nudity.



LIGHTING FIGURE MODELS PHOTOGRAPHY SERIES

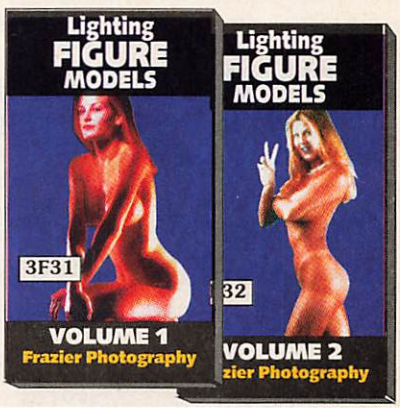
$39.95 each or

#3F3X - $59.95

2 Vol. bundle

(3F31 and 3F32)

An Educational Photography Production featuring 15 Beautiful California Models contains unrated nudity. Learn: •Single light sources •Multiple light sources •Light readings •Preventing lens flare •Special effects. Some areas discussed are: 3 point lighting system, film latitude, exposure values, hard vs. soft light, high key vs. low key lighting, color, B&W. Each tape approx. 60 min. VHS. contain unrated nudity



AMATEUR FIGURE PHOTOGRAPHY SERIES

These videos are designed to help photographers work with amateur nude models and help amateur models break into nude modeling. All titles are approximately 1 hour long and contain **unrated nudity**.

$39.95 each or

#3F1X - $129.95

4 Vol. Bundle (3F11 - 3F14)

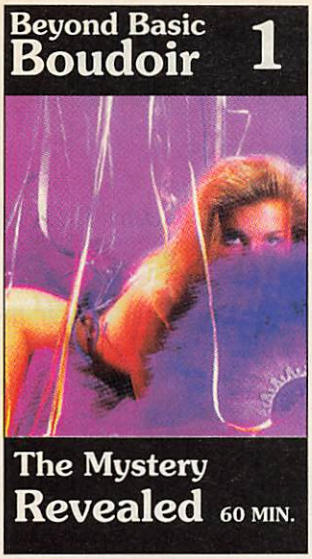
1 Basics of AMATEUR FIGURE SHOOTS
2 Using SETS & PROPS in FIGURE MODELING
3 FIGURE POSING Idea Video
4 HOW to Work with AMATEUR FIGURE MODELS

complete IFPO Programs and Catalog
www.ifpo.net

ORDER TOLL FREE 24 hours 7 days
1-800-654-9557

ORDER FORM on page 47

3RH1

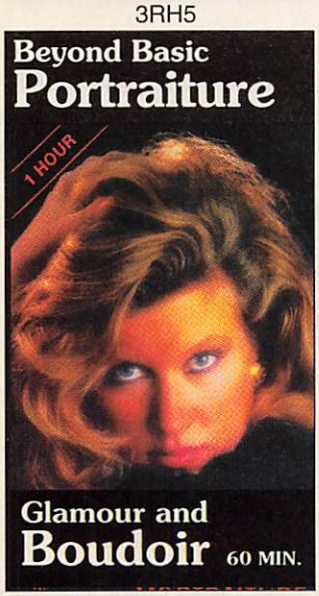


3RH2

3RH3

3RH4

3RH5



Beyond Basic Boudoir

Contains Unrated Nudity

The nationally known award-winning team, Robert and Sheila Hurth, take you on a fascinating and visual journey into an area which lies between simple boudoir and nude photo studies: "Beyond Basic Boudoir" and "Beyond Basic Portraiture".

These videos show you in explicit detail how each shot was made. See how you can pose your model to get the effect you and she will love. You will learn dramatic lighting setups and actually see what effect they have on a model. You will be able to use the set designs presented in these videos to add excitement to your photos.

3RH5 - **$49.95**, Beyond Basic Portraiture

The creators of the famous "Beyond Basic Boudoir" series reveals their best tips for shooting glamour portraits: Secrets of in-studio, on-location, lighting set-ups, exposures, filters, posing, costumes, and much more. Explore in-depth lighting selection, lighting placement and effective lighting. Step by step procedures make it easy to learn for fun or profit. 60 min. *Contains Unrated Nudity.*

3RHX - $189.95 Bundle

(3RH1 -3RH4) 4 Vol. Set, 4 Hours

3RH1 - **$49.95**, The Mystery Revealed!
Enter the sensual world of BOUDOIR PHOTOGRAPHY through this electrifying, provocative and highly informative video. Transform most any woman into a beautiful centerfold. 60 min.

3RH2 - **$49.95,** The Art Of Illusion
This volume depicts both studio and location scenarios. This Volume is not just a sequel to Volume I but a uniquely different approach to Advanced Boudoir Photography. 60 min.

3RH3 - **$49.95,** The mystery Of lighting
Demonstrates studio and portable lighting, indoor and outdoor settings. Posing, sets and diagrams are shown, and emphasizes lighting and teaches you how your images can be more dramatic through the selective and use of lighting. 60 min.

3RH4 - **$49.95**, The Simplistic to the Bizzare
Walk through step-by-step simple and elaborate settings. Learn to take the average woman, and through the art of posing, styling, and lighting, photographically present her in a wonderfully exciting and alluring manner. All in exquisitely good taste. Add variety to your boudoir imagery with this video. 60 min.

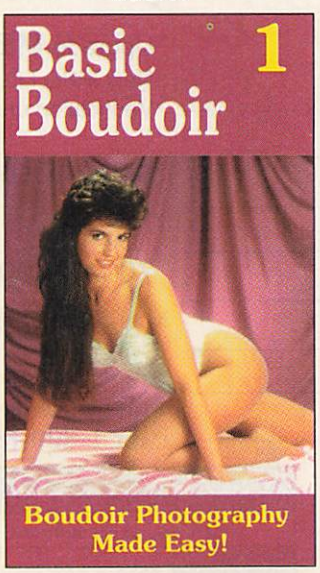
#3CH1 - $39.95
Boudoir Photography Made Easy!
Soft and sensuous or hot and sultry...learn the secrets of capturing the most alluring, provocative side of any woman. Includes tips on:• Equipment • Lighting Techniques • Flattering Poses and Costumes • Inexpensive Sets. 60 min VHS.

#3CH2 - $39.95
Glamour Photography Country Style
Take an exciting adventure into the world of glamour photography ON LOCATION. Lovely young women in a variety of natural and rustic settings help illustrate the simple techniques you can use to stimulate and enhance your business. Topics include: • Fill Flash & Reflector Fill • Dramatic & Corrective Posing • Location Shooting • Natural Lighting. 60 min VHS.

#3CH3 - $39.95
Boudoir Photography Shadows & Reflections
Intimate portraiture of women is IN DEMAND! This video shows you how to create sensitive, provocative images that will be cherished for a lifetime. Valuable companion to "Volume 1." this video explores: • Posing • Set Design • Dramatic Lighting. 60 min VHS.

#3CHX - $99.95 - 3 Volume Set, 3 Hours

#3CH1



#3CH8 - $39.95
Glamour videos are a brand new market that's primed and waiting to be tapped. The concept is an exciting and profitable new art form made popular by the TV show Star Search and its swimsuit videos. This video will show you how to produce exciting glamour videos that will dazzle and delight you customers. Learn a Twelve Point Marketing Plan that will assure your success. This video will show you how to make the transition into video. Topics covered are: •Working With the Client •Video Lighting for Maximum Impact •Animating Standard Poses •5 Important Editing Tips •Simple Set Designs. 45 min. VHS.

#3CH8

IFPO MEMBERSHIP UPGRADE NOTICE

Jan 1, 2000

Your Membership I.D. May become Obsolete!

IF YOUR MEMBER# IS LESS THAN 65000, your IFPO Membership should be UPGRADED in order to gain the improved credibility and effectiveness that Internet Membership Verification brings to your Lifetime IFPO Membership.

Here's Why:

Officials who need to verify your membership status are quickly accepting the convenience of INSTANT VERIFICATION via the internet. Many are REQUIRING this capability NOW. These Officials include Clients, Law Enforcement, Customs, Government, Education, Sports, Entertainment and others.

How Membership Verification Works

New IFPO Membership Credentials Upgrade (#700A-2000) come printed with a unique VERIFICATION CODE. In seconds, Officials can confirm membership status when they enter your code on our Membership Verification Internet Site. Your Membership is instantly verified 24 hours a day, 7 days a week from any where in the world!

What You Get:

#700A Upgrade MEMBERSHIP KIT	REG.PRICE	SPECIAL
New IFPO I.D. Card + Certificate	~~$69.00~~	$00.00
Membership Verification on the Internet	~~$39.00~~	$29.00
PLUS SHIPPING/HANDLING	$9.00	$7.00
TOTAL For Upgrade Kit #700A-2000	$117.00	**$36.00**

If you DO NOT Upgrade!

Your current Lifetime Membership I.D. Card is still valid and your subscription to Today's Photographer will continue. We will ATTEMPT to bring each member the best possible IFPO benefits. If you DO NOT upgrade, however, we cannot GUARANTEE the results in the future that you have experienced in the past, in this rapidly changing environment.

Yes, I want to Upgrade my IFPO membership

IFPO MEMBER# _____

name _____

(opt) business name _____

address _____

city/state _____

zip/country _____

phone/fax/email _____

_____

_____

Upgrade MEMBERSHIP KIT:
New IFPO I.D. Card + Certificate **PLUS** Membership Verification on the Internet:

SPECIAL OFFER:

	700A-2000	$29.00
	SHIPPING	$7.00
700A-2000	TOTAL	$36.00

Mail check or money order to: **IFPO 700A-2000**
PO Box 777,
Lewisville, NC 27023

To use your credit card:
CALL **1-800-654-9557** or fax: **1-800-283-5989**

ORDER by CREDIT CARD, check or money order				
❑ Visa, ❑ Mastercard, ❑ American Express, ❑ Optima				
card				
exp. date		signature		

since 1984

International Freelance Photographers Organization
PO BOX 777, Lewisville NC 27023
(336) 945-9867 • FAX (336) 945-3711
www.ifpo.net

Credit Card orders phone: **1-800-654-9557** or fax: **1-800-283-5989**

MAIL ORDERS: **IFPO Order Dept.** P.O. Box **777**, Lewisville NC **27023**-0777 USA

Information or Customer Service calls: 336-945-9867

SHIP TO:

☐ this is a new address, please update my records

IFPO MEMBER# (needed for "MEMBER ONLY" items or include dues, see page 17)

name

business name

address

city/state

zip/country

phone/fax/email

☐ **CHECK or MONEY ORDER Enclosed**
($15 service charge on all returned checks)

CREDIT CARD ORDERS

❑ Visa, ❑ Mastercard, ❑ American Express, ❑ Optima

card number				
exp. date		signature		

ADDRESS CHANGE
MEMBER# REQUIRED!!
NEW address **ABOVE** (in "SHIP TO:"), OLD address **BELOW** ☐

print old address, city, state, zip

ORDERED ITEMS

ITEM#	DESCRIPTION	PRICE
700A-SEP	Membership Internet Verification	$29.00 ☐

INFORMATION or CUSTOMER SERVICE: For **GENERAL INFORMATION** or to check **ORDER STATUS** or errors: 1-336-945-9867 weekdays 9:00 -5:00 Eastern time (except holidays) or use our 24 hr FAX 1-336-945-3711. Mail your requests or queries to: Customer Service, P.O. Box 777, Lewisville, NC 27023-0777.

C.O.D. ORDERS: C.O.D. orders will be accepted for the convenience of customers who want quick service, but do not wish to use a credit card. C.O.D. orders will be accepted ONLY by calling Customer Service, 1-336-945-9867. Customer Service is open 9 to 5 Eastern time weekdays. C.O.D. orders will NOT be accepted by MAIL, FAX, or on the 800 number order line.

You will be required to pay a fee to cover the shipping and C.O.D. fee charged by the carrier. For orders under $100.00, the C.O.D. handling and shipping charge is $10.00. For orders $100.00 or more, the charge is $15.00. When you place your order, our customer service representative will give you the total charges for the order. C.O.D. means "Cash On Delivery." **When your package arrives, you must pay the carrier in cash or money order!**

SHIPPING & HANDLING: Shipping & Handling charges must be added to each order.

SATISFACTION GUARANTEED: All of our merchandise is 100% guaranteed. If for any reason you are not satisfied, we will refund your money or send a replacement, no questions asked. Call Customer Service at 1-336-945-9867 about RETURNS, EXCHANGES or REFUNDS. Shipping or C.O.D. charges will **NOT** be refunded under any circumstances. Refunds will not be made for used merchandise or items held by the customer for more than 30 days. Video Cassette Returns may be subject to a restocking fee. To qualify for a refund, merchandise must be returned in the same condition it was received with packing slip within 30 days. Postage due packages will not be accepted. Send returns via **US MAIL** to Customer Service, PO Box 777, Lewisville, NC 27023.

SHIPPING & HANDLING

DEPENDABLE DELIVERY BY THE U.S. POSTAL SERVICE.
(Delivery by other carriers by special request only)

USA, CANADA, MEXICO ☐

Order Total	1st Class/Priority
$0 - 25.00	$5.00 (U.S. Dollars)
25.01 - 75.00	$7.00 (U.S. Dollars)
75.01 - 150.00	$10.00 (U.S. Dollars)
150.01 and up	$15.00 (U.S. Dollars)

UPS NEXT DAY add just $18 more to above table.
SECOND DAY add just $9 more.

INTERNATIONAL (outside USA/Canada/Mexico) ☐

Order Total	Air Mail
$0 - 25.00	$9.00 (U.S. Dollars)
25.01 - 75.00	$14.00 (U.S. Dollars)
75.01 - 150.00	$24.00 (U.S. Dollars)
150.01 and up	$34.00 (U.S. Dollars)

TOTAL ORDER AMOUNT

MAIL ORDERS: **IFPO Order Dept.** P.O. Box **777**, Lewisville NC **27023**-0777 USA

ORDER FORM ORDER TOLL FREE 24 hours 7 days **1-800-654-9557**

complete IFPO Programs and Catalog
www.ifpo.net

At Last! Credentials for your -studio -home -on-location -ANY business

New CUSTOM CREDENTIALS program created to fill long-requested need by members. It's easy. Go straight to the order form on the right or read the Q & A below for suggestions.

Who needs custom business credentials?

- Anyone who may be employed to come in contact with the public, but is not furnished identification by the employer.
- Studios who employ several photographers with a range of specialties, John Brown, Chief News Photographer; Dave Day, Wedding Specialist etc.
- Anyone starting a business needs to establish a professional environment to build the confidence of clients.

When and where are custom credentials used?

- Anytime photographers are working with clients or in the public eye, your credentials will make a difference.
- Sports or News photographers who may be stringers for small newspapers or publications will find that credentials make a difference on the field.
- The Weekend Wedding Photographer needs to be recognized when he arrives at the rehearsal or church with his camera equipment. Properly identified by name and the name of his business adds just the right touch of professionalism and credibility ... not to mention the advertising benefit.
- Associates or Assistants need proper identification displaying the name of their business and their title. Example: Weekend Weddings Inc., Arnold Smith, Associate Photographer.
- Your helpers who are not carrying cameras! Artists, writers who may not otherwise be recognized in their official role.

Does it have to be a photography business?

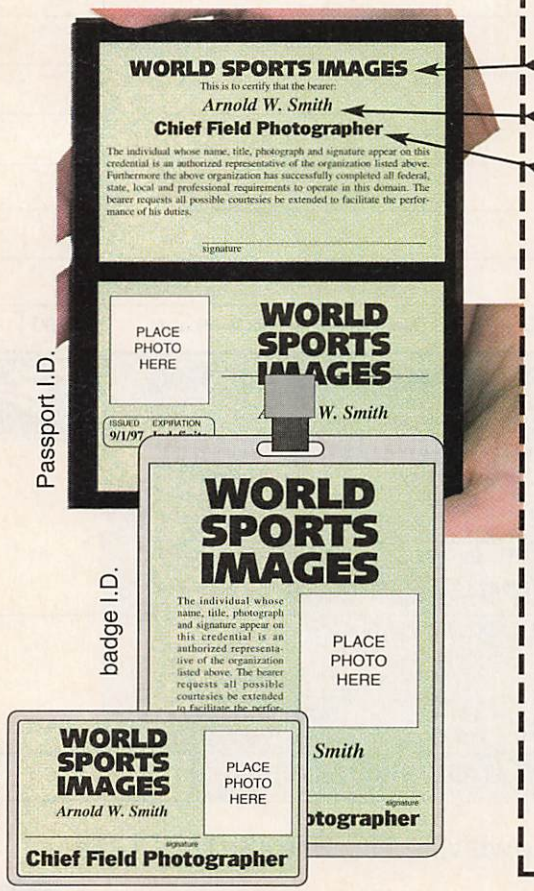
No. Many IFPO have multiple careers, interests and outlets for thier talents. Any IFPO member may apply for Customized Business Credentials for companies such as computer design, auto service, landscaping or other. Example: George's Auto Repair, George Fix, Chief Service Analyist

What if I'm just getting started?

Business Credentials may be your most important investment. A professional appearance builds confidence with the public or clients. Selecting a business name with "bite" and publicizing it continuously is very important. For example The Portrait Studio conveys a general message. PORTRAITS Head to Toe communicates a much stronger message about a Portrait Studio that offers a broad range of services. Customized Business Credentials advertise your business for FREE. Ω

YOU GET all 3 I.D.'s:

PASSPORT Style, BADGE Style and WALLET Style. Comes ready to add your own photo and sign. Quick and easy laminating materials with instructions


WORLD SPORTS IMAGES
This is to certify that the bearer:
Arnold W. Smith
Chief Field Photographer
The individual whose name, title, photograph and signature appear on this credential is an authorized representative of the organization listed above. Furthermore the above organization has successfully completed all federal, state, local and professional requirements to operate in this domain. The bearer requests all possible courtesies be extended to facilitate the performance of his duties.
signature
PLACE PHOTO HERE
WORLD SPORTS IMAGES
ISSUED EXPIRATION
9/1/97
Passport I.D.
WORLD SPORTS IMAGES
The individual whose name, title, photograph and signature appear on this credential is an authorized representative of the organization listed above. The bearer requests all possible courtesies be extended to facilitate the perfor
PLACE PHOTO HERE
badge I.D.
WORLD SPORTS IMAGES
Arnold W. Smith
PLACE PHOTO HERE
Chief Field Photographer
Wallet I.D.

CUSTOM CREDENTIALS ORDER FORM

CUSTOM CREDENTIALS are only available to IFPO members. If you are not currently a member, you may include your membership with this application. Membership dues information is on page 17.

Custom Information

AFFILIATION NAME (Business, Publication, Agency, who you represent): _____

NAME Field: _____

SPECIALTY or TITLE Field: _____

Membership & Shipping Information:

5 Digit IFPO Member Number: (or include membership dues, see page 17) _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE/FAX _____

signature _____
It is the unqualified responsibility of the buyer that any credentials purchased be used in a lawful manner.

#670A	CUSTOM CREDENTIALS	$39.00
	application fee	$30.00
	SHIPPING (first class mail)	$7.00
TOTAL	PAYMENT ENCLOSED	$76.00

Send Check or Money order - Make Payable to: IFPO

Or Use Credit Card: [ ][ ][ ][ ] [ ]
Visa/MasterCard/American Express/Optima Card # expiration date

credit cards: CALL FREE **1-800-654-9557** or fax **1-800-283-5989**
mail orders to: **IFPO Order Dept., PO Box 777, Lewisville NC 27023-0777**

Model Consulting Is the Key

By Dennis Hodges IFPO, Kansas City MO

Continued from page 9

only two people to show up, it's a good idea to have someone else present to help you. If you don't have a receptionist ask your girlfriend, wife or a model you have previously worked with to help you for an hour or two.

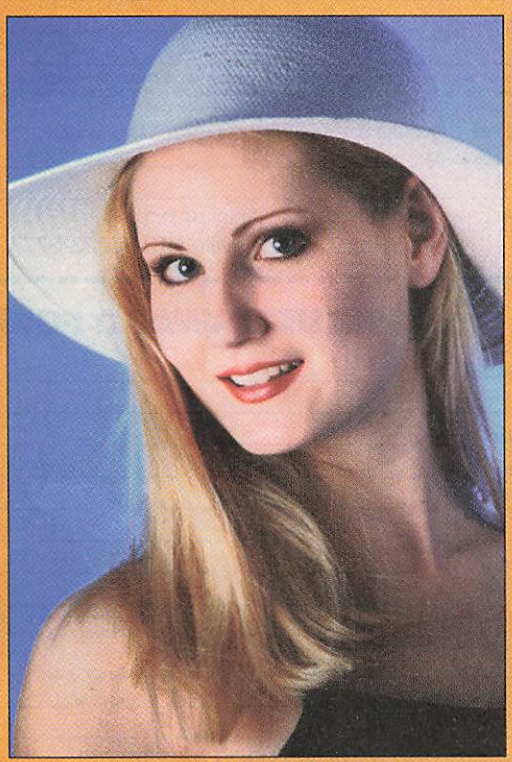
At this first meeting I would tell everyone who I was, a Model Consultant for IFPO and the reason I was looking for models. (You should always have at least one job available for a model.) Maybe you need a model to shoot pictures of for an advertisement for your company or maybe you have a client that needs a model. It doesn't matter what the job is or how much it pays as long as the model is getting paid something for it. This way you are not liable for false advertising.I would then answer questions, thank everyone for coming and tell them I would review their resumes and information sheets and contact the ones we were interested in within a few days. The ones that showed promise were called back for a second interview.

At the second meeting I talked to each model individually. After making the job offer I would tell the models if they were interested in signing up as an IFPO model for a fee (which you get a percentage of) I would also list them with my company at no additional charge.

Being listed with IFPO as a *New Discovery Model* would give them international exposure on the internet at a very small cost. I also tried to impress upon them that one of the first things they needed to become a successful model was their own business card if they expected to be taken seriously. (The New Discoveries Program has business cards available, page 1 this issue.)

Business cards serve two purposes -- to promote and protect the model. For promotion the model's name should appear on the card as well as their association with IFPO, such as *New Discoveries Freelance Model.*

For protection my company's name, P.O. Box and telephone number follow. That way all of her calls are screened by me or an associate. This is really a win/win strategy, the model does not have to deal with weird callers and my company has an ambassador handing out cards promoting both of us at the same time. The cards cost me nothing and I do not hand them out -- free advertising at a big savings for me in time and money.



Kimberly

© 1999 Dennis Hodges

There are unlimited ways to make money with the *New Discoveries* program. What is nice is that anyone can taylor the program to fit their own needs and schedules. It doesn't matter if you are working out of your home or if you have a store front, there are ways to make it work for you.

As a model consultant you need to be a promoter as well as a photographer. You need to know more about modeling in your area than the average model who has just graduated from a local modeling school.

Once I was talking to the owner of a national modeling school chain and she ask me what right I had to call myself a model consultant which caught me totally off guard. I thought for a moment, looked her straight in the eyes and told her I was a correspondent to *Today's Photographer* and *Glamour Elite* Magazines and registered with the IFPO New Discoveries program. She simply walked away. Later we invited her to one of our model seminars. She didn't show but sent the manager of their modeling agency plus six students!

Over the years I have found out that modeling schools, agencies, and other photographers are not my competition. If you call some of these companies and introduce yourself, often they will send you work or ask you to do assignments for them. It's important to let them know that you are willing to work with -- not against them!

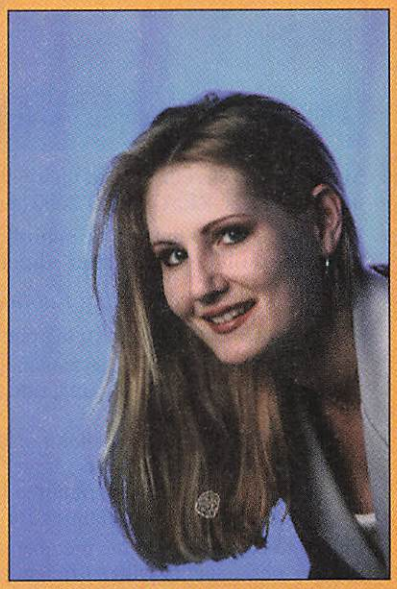
IFPO has years of experience in the model portfolio business and will share this information with you when you become a model consultant. You can have fun and make money at the same time. Making money is limited only by your imagination. IFPO can boost that for you.

Model Consultants need to inspire models and help them find work. You can use the internet to promote models listed with your company. Again the IFPO *New Discoveries* program has that base covered for you at a very reasonable cost.

Amateur and professional models are in business to make money. IFPO has a lot to offer, why not use this to your advantage?

As an individual photographer you have very little or no support from anyone. When you become a registered model consultant you have IFPO, *Today's Photographer* Magazine and the staff at American Image to answer questions and show you how to promote your business. My questions is, what are you waiting for? Ω

I Want More -- Than a 9 to 5 Job



Kimberly

© 1999 Dennis Hodges

IFPO PICTURE AWARDS PROGRAM

guaranteed publishing credits

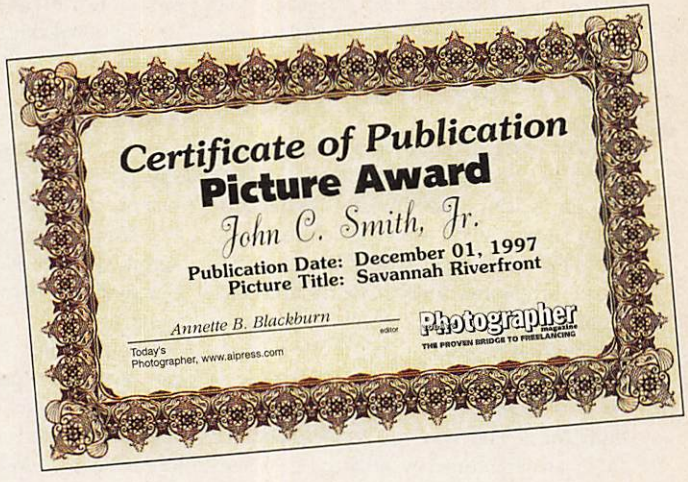
PICTURE AWARDS PROGRAM

Members can start or expand their publishing credits using IFPO's unique "PICTURE AWARD 2000" program.

Each photo submitted will be published in Today's Photographer magazine on-line or subscriber edition. A handsome 5.5 inch x 8.5 inch "*Certificate of Publication Award*" will be issued for each qaulifying photo. To qualify:

- ❑ Include your Member#, name, address with each photo.
- ❑ Give each photo a name, title or caption. Technical info is helpful.
- ❑ Each photo can be a color or B/W print or transparency. No prints larger than 8.5 x 11 inches.
- ❑ A $10 service fee is required for each photo to cover the cost of scanning for publication.

Photos to be returned to the member must be accompanied by a suitable photo mailer with sufficient postage.



please copy as many of these forms as you need

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

_____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

_____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

_____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

PICTURE AWARD FORM

Name, member# _____

Address _____

City/State/Zip _____

Phone or fax _____

Date: _____ **PHOTO #** _____ **OF** _____

Title (opt): _____

Technical info (opt): _____

_____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

$10 SERVICE FEE ENCLOSED for EACH PHOTO! ❑ Check, ❑ Money Order,

❑ Cash, ❑ Credit Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PICTURE AWARDS (IFPO)
PO Box 777 Lewisville NC 27023-0777

I Sold 12 Photos
Of An Unseen Location

By Kathie Spiss, Tucson, AZ

Have you ever spent a year preparing for a shoot because you already have a commercial contract for twelve (12) images of a location that practically no one has ever seen? Did you ever dream of getting access to such a place and succeed? After all that can you imagine learning that "press access" means no cameras? For me being inside 'with the show lights on' was like getting a pit pass to the Indy 500 and then having to leave my camera in the truck!

I was a part of the first media tour to Kartchner Caverns State Park near Tucson, Arizona earlier this year. Rated as one of the top ten wet, still evolving caves in the world, "Kartchner Caverns is considered to be one of the two top caves in the United States for unusual occurring minerals," said Jay Ream, Chief of Operation for Arizona's state parks. The other one, Lechuguilla Cave (part of Carlsbad Caverns) will never be open to the public which explains the peak of interest for images from Kartchner Caverns.

Over a year ago, when I first learned of an approximate date for the media preview, I began to practice shooting in other caverns for two purposes. First to perfect my skills in such an environment and to produce a portfolio of similar images to show clients who are interested in *First Rights* or *Exclusive Rights* to Kartchner Caverns images!

For practice I tried several different films. My best results came from Provia pushed to 1600 and Velvia 50 using a tripod and 60 seconds exposure. I actually liked the shots with no flash best -- more depth without big, black shadows and vivid color. To prevent jiggle in these settings I attached a shoelace to the bottom of the camera, then clipped it to the front belt loop on my jeans at the exact length that made it taut when I brought the camera up to my face.

All of this paid off! I have a commercial contract for twelve (12) images from inside Kartchner Caverns -- whenever I can get them -- which may even be late in the year 2000.

Two months prior to the media tour my shooting homework was done but I still needed access. Thanks to IFPO's Press Credentials and the editorial staff, I was part of this first ever tour of Kartchner Cavern State Park, which opened to the public a few months later in 1999.

I arrived at the park two hours before the other journalists, got permission to walk the grounds to shoot for three freelance submissions. The hummingbird and butterfly gardens, the intricate rock work on the entrance sign are all designed for the preservation of the caverns for future generations.

While we adjusted our hard hats in preparation for entering the caverns, Ellen Bilbrey, Public Information Officer for Arizona State Parks, explained that more than a year ago, she had already received over one thousand (1000) queries from photographers all over the world.

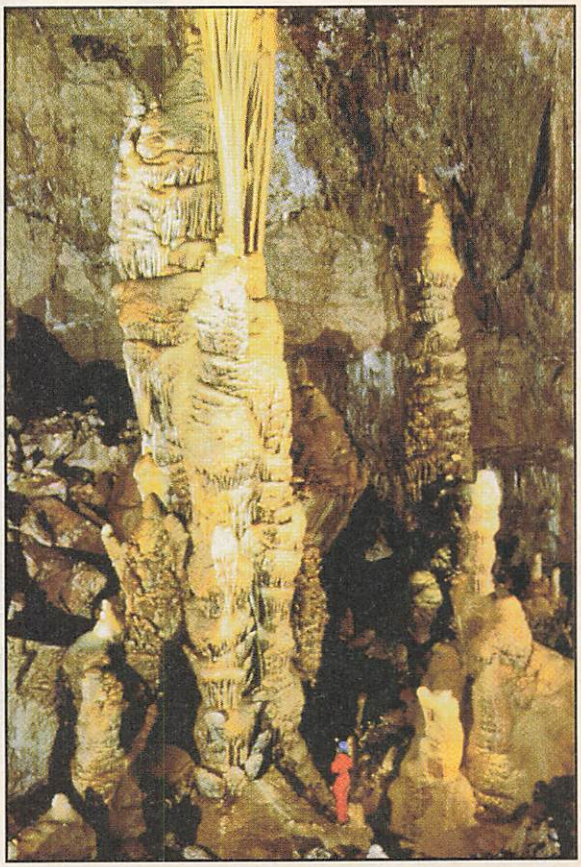
"Sometime next year (2000) we will decide how to accomodate commercial photography, without damaging the caverns and without interrupting public use of Kartchner State Park," Bilbrey explained. "Until then, all published images will come from Arizona State Parks copyrighted transparencies and videos -- even TV spots," she added. Possibilities for future commercial photography include use fees or night sessions, when the park is closed.

Photography is now allowed on the grounds and in the Discovery Learning Center. Tour participants may photograph in the caves, but with no tripods, videos or flashes *and for personal use only*.

This past year has been a tremendous learning experience for me -- most of all about practice, preparation and patience. When I do get a permit, I believe I will get better images for having had the first tour without a camera. I actually got to 'see' the seventy feet tall rooms with living stalactites and soda straws dripping from the ceilings. Also to study Kubla Khan -- a tall column rising from the floor with translucent shields, flows and draperies -- all dramatically lit by a lutron system. Lutron lights give off relatively little heat and should make the job easier for using high speed films without flash.

I stay focused now by convincing myself that I am really prepared to capture the twelve (12) images that I have under contract. I still don't know when I will get back inside Kartchner Caverns to shoot commercially. But my intent is to be among the first group in! I repeat -- I've learned a lot this past year especially about patience and opportunity.

We never know what lady luck may have in store for us if we just show up prepared, exercise patience -- and pay attention. Ω

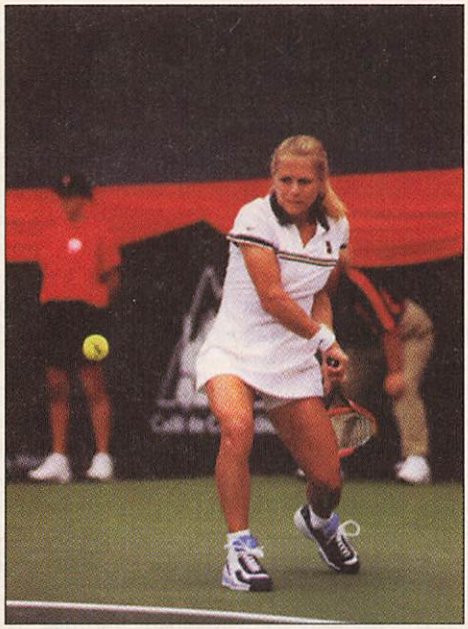


Kubla Khan
A 58 foot tall column greets visitors to Kartchner Caverns State Park, Tucson, Arizona.
©Arizona State Parks

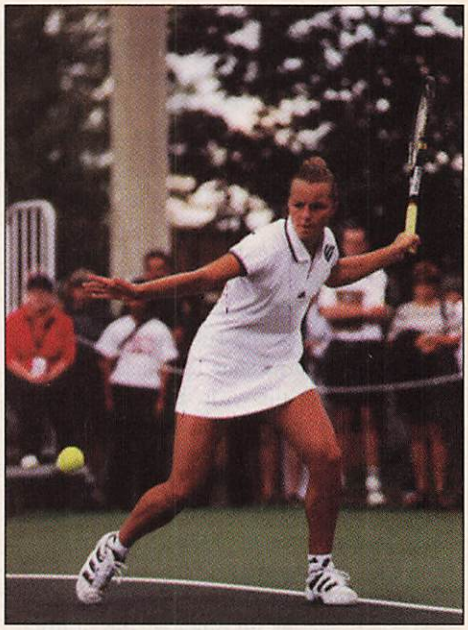
IFPO Members

1999 Du Maurier Open

The National Tennis Centre
York University, Toronto, Canada



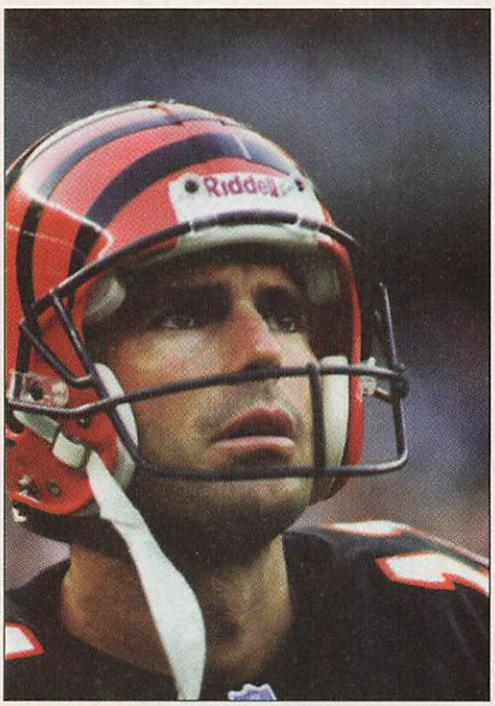
Photos by IFPO Press Photographer
Edwin Rowland, Miami, FL.



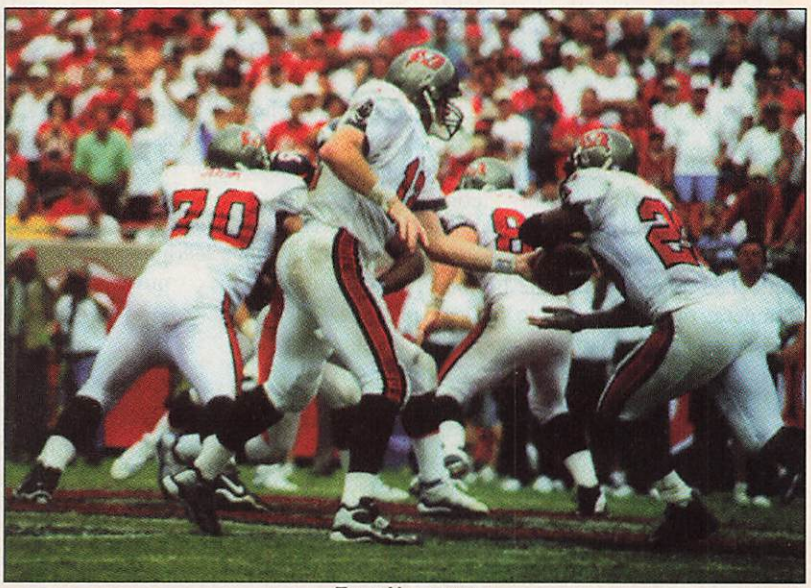
Intensity
Contenders Amanda Coetzer (left) and Anne Gaelle Sidot (right) focus on the ball. ©1999 Edwin Rowland Nikon N90S, 80-200mm F2.8. Kodak Ektapress 400.

Pro Football '99

Photos by Today's Sports Photographers
David Fink IFPO Aurora, Indiana
E. Nelson 'Bob' Rees jr., New Port Richey, Florida



Concentration
Cincinnati Bengals vs. New York Jets.
Lee Johnson #11, Place-kicker for the Cincinnati Bengals, in action. *©1999 David Fink Today's Sports Photographer.*



Easy Hand-off
Tampa Bay Buccaneers va New York Giants
Tampa Bay Buccaneer Quarterback Trent Dilfer #12 handing off to Buccaneer Warrick Dunn #28. *©1999 E. Nelson 'Bob' Rees jr., Today's Sports Photographer.*

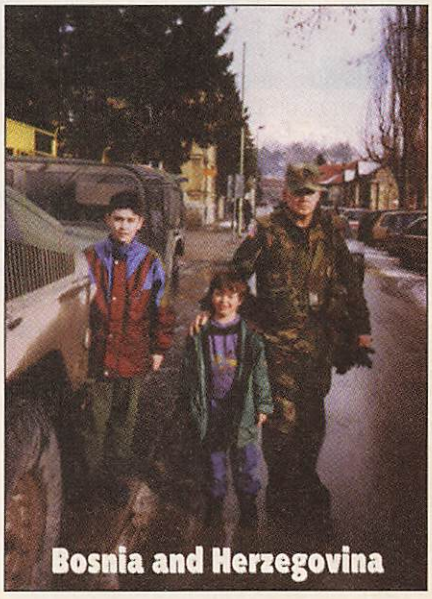
On Assignment

International Travel Expo '99 Kang Won Do

Republic of South Korea

Photos by IFPO Korean Division Press Photographers Kim Hee Chul #57737, Yoon Jun Seop #32158, Kim Choon Sik #63856, Park Chang Kyu #42335 Kim Jae Young #33163

International Hot Spots



Orphans in Downtown Tuzla
IFPO Photographer Albert H. Van den Bogaard (#66974), served as a Serb-Croat Linguist in the U. S. support of Bosnia from February - May 1999.

Bosnia and Herzegovina

On the Border of Kosovo

Photos by Salem M. Al-Marri, IFPO Photojournalist, State of Qatar

The pain of hunger and suffering was everywhere (left) as many of the people of Kosovo were driven out of their land (below left) while others just tried to escape the hell of the Serbs (below right).

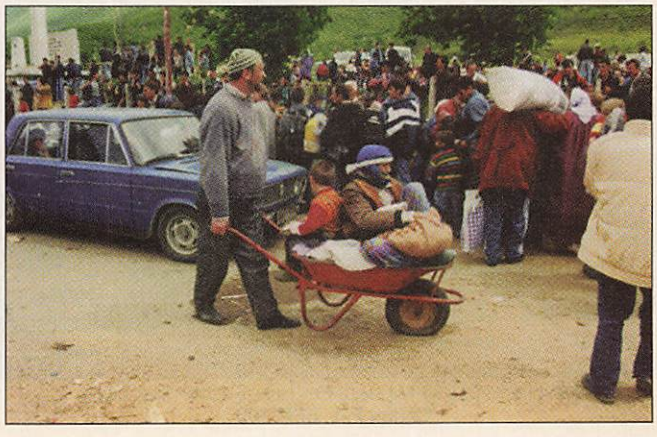
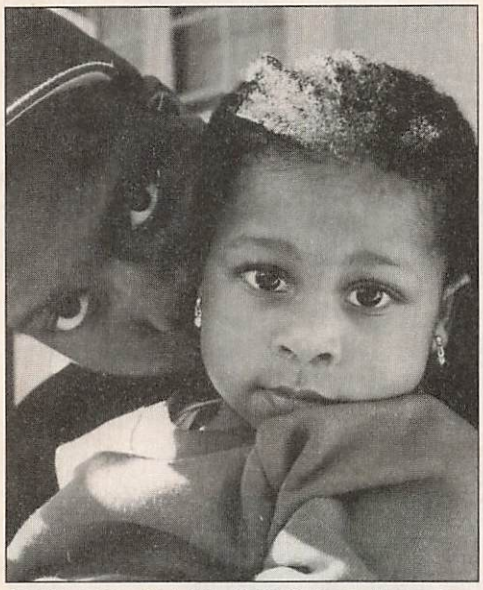


PHOTO CONTEST WINNERS

PEOPLE

JULY CONTEST THEME

JULY WINNER



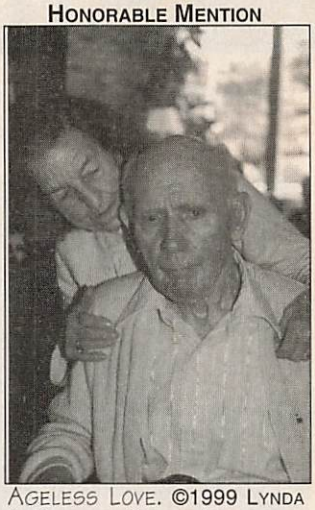
INTERACTION OF LOVE. ©1999 DAVID HAMILTON, WASHINGTON, DC. CONTAX G2, KODAK CN FILM. NO OTHER INFORMATION AVAILABLE.

JULY CERTIFICATE WINNER

COIN DIVERS. ©1999 OSCAR B. CORONA, CEBU CITY, PHILIPPINES. NIKON F401S 6006, TAMARON 28-200MM SUPER,KG 200. F/5.6 1/250.

THESE KIDS BUILT A TEMPORARY RAFT, USING DISCARDED STYROFOAM STUFFED INSIDE USED JUTE SACKS, TO FLOAT THEM ON SEAWATER ALONG THE PORT OF CEBU CITY. CUT PLYWOOD SERVES AS MAKESHIFT PADDLES TO STEER THEM FROM PLACE WAITING FOR TOURISTS TO THROW COINS INTO THE SEA. THEIR HAPPY FACES INDICATE THE FUN IN RETRIEVING COINS EVEN FROM 8 FEET DEEP.

JULY HONORABLE MENTION



AGELESS LOVE. ©1999 LYNDA J. BAYLOR, GREAT MEADOWS, NJ. TECHNICAL DATA N/A.

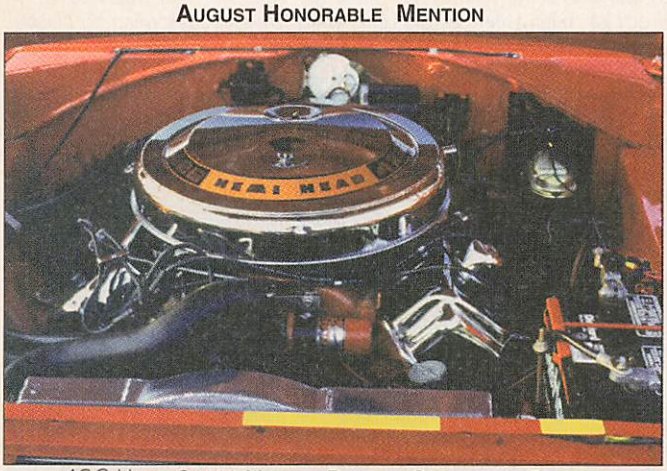
FAST THINGS

AUGUST CONTEST THEME

AUGUST WINNER

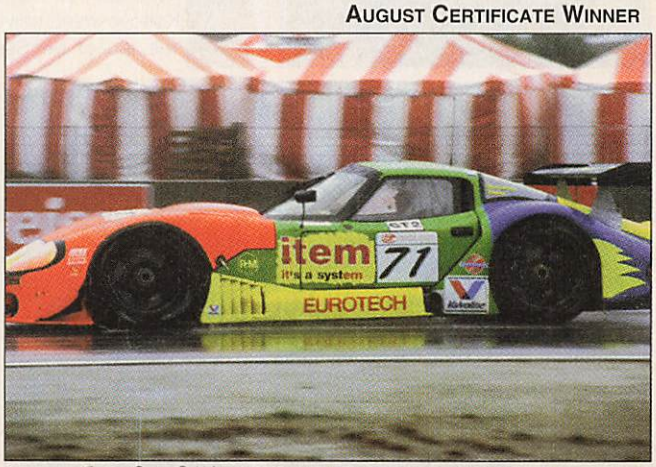
BRITISH HAWKER SEA FURY HIGH SPEED PASS. ©1999 BRIAN EMCH, LANCASTER, CA. MINOLTA X700, 75-210MM LENS. KODACHROME 64 1/250.

AUGUST HONORABLE MENTION



426 HEMI. ©1999 MICHAEL PHILLIPS, SHELBYVILLE,TEXAS. CANON F-1, EPP 100

AUGUST CERTIFICATE WINNER



FISH OUT O WATER. ©1999 BRIAN MCKAY, APO, AP TECHNICAL INFORMATION N/A

More Winners page 61

$1000 CASH PRIZES* HOW TO ENTER

Entries must be postmarked by the last day of each contest month.
Late entries will be judged in the following month.

Winners Every Month!

*The Annual Grand Prize winner will receive $400 in cash and be published in Today's Photographer magazine. Each MONTHLY WINNER will receive $50 in cash. Winners and honorable mentions will be announced. All monthly winners and honorable mentions will become eligible to compete for the Grand Prize.

CONTEST RULES:

1. **$4 ENTRY FEE** for **EACH** photo entered must be included.
2. **ENTRY FORM** (or the same information) must accompany each entry.
3. **PRINTS or SLIDES**: (color or B/W) not larger than 8.5 x 11 inches. Do not submit original negatives Please title, caption and give technical data if possible.
4. **INCLUDE RETURN** photo mailer with correct postage if you want your entries returned.

MONTHLY WINNERS
will be judged for content and quality by a panel of Today's Photographer editors and art directors. All decisions will be final. Monthly winners are eligible for the Grand Prize.

GRAND PRIZE WINNERS
for the 1999 Contest will be announced on March 15, 2000 and will be published in Today's Photographer. The 2000 Contest winners will be announced March 15, 2001. Monthly winners will be announced in each issue of Today's Photographer during the year.

ENTRIES FOR the 1999 Contest must be postmarked no later than 12/31/99. Entries for the 2000 contest must be postmarked by 12/31/2000.

Returns: Pictures should be accompanied by a stamped and addressed return mailer. OR a $5 return shipping/handling fee. Because we know your photos are important to you, every effort within reason will be made to return the photographs. However, Today's Photographer will not be responsible for any damaged or lost submissions. Entries received without a return mailer plus adequate postage OR a $5 return handling fee WILL NOT be returned.

Model releases must be included and signed if applicable.

All entries are eligible for publication in Today's Photographer

Entry Fees are non-refundable.

Photos without entry fees or return postage and packaging become will not be returned.

MONTH	CONTEST THEME
Jul. 1999	PEOPLE-FAMILY-FRIENDS-CHILDREN AT PLAY
Aug. 1999	FAST THINGS-ON WATER, LAND OR SKY
Sep. 1999	HOLIDAYS-VACATIONS-WEEKENDS-FUNTIME
Oct. 1999	EMPTY & FULL, WHOLE & PART, ONE & ALL
Nov. 1999	BACKYARDS-PLAYGROUNDS-PARKS
Dec. 1999	MILLENNIUM (YOUR BEST PICTURE EVER)
Jan. 2000	BARNS-BUILDINGS-FENCES
Feb. 2000	MILLS-BRIDGES-STREAMS
Mar. 2000	RIVERS-LAKES-OCEANS-SHORELINES
Apr. 2000	THINGS WITH WHEELS, WINGS, SAILS
May 2000	THINGS THAT BLOOM TREES-FLOWERS-MEADOWS
Jun. 2000	SUNSETS-CLOUDS-SKY
Jul. 2000	SEASONS: SPRING-WINTER-SUMMER-FALL
Aug. 2000	MOUNTAINS-VALLEYS-ROADS-FIELDS
Sep. 2000	PICNICS-PARTIES-PEOPLE
Oct. 2000	TRAVEL-SCENIC-HIGHWAYS
Nov. 2000	NATURE-WILDLIFE
Dec. 2000	BUTTERFLIES-BEES-BUGS-BIRDS
Jan. 2001	FLOWERS UP CLOSE
Feb. 2001	ANYTHING GOES (ALL SUBJECTS)

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **Also consider this photo for the Picture Award Program**
I ENCLOSE an additional $10 for EACH PHOTO.

❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PHOTO CONTEST
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **Also consider this photo for the Picture Award Program**
I ENCLOSE an additional $10 for EACH PHOTO.

❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PHOTO CONTEST
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **Also consider this photo for the Picture Award Program**
I ENCLOSE an additional $10 for EACH PHOTO.

❑ Check/M.O./Cash, ❑ Card# _____ exp date

signature _____

MAIL PHOTOS TO: PHOTO CONTEST
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CLASSIFIED ADVERTISING

BUSINESS OPPORTUNITIES

"$2,970 IN ONE WEEKEND. HOME-BASED PEOPLE/PET PHOTOGRAPHY BUSINESS!" Write for free details: Not Your Normal™ Photography, T49, 600 Kelly Road, Carthage, NC 28327.

CARD, CALENDAR, PRINT and POSTER COMPANIES buy photos. Sell them yours! Rush SASE for details. PHOTOLINES, Newport, NY 13416-0307. http://panographics.com/photolines.

GET PAID $268.20 Roll Taking Easy Snapshots At Home! Film Supplied. Phototek, Box 3706-P7, Idyllwild, CA 92549. 909-659-9757 Ext. 850. www.phototek.net

HELP NEEDED TAKING PICTURES. $60.00 Per Photo! Start Immediately! Photogenics, Box 2457-A, Pine Cove, CA 92549. 714-647-2322, www.photocash.com.

MAKE $500-$2,000 WEEKLY with your camera. PROVEN plan. GREAT INCOME. Write for FREE details : Photo Opportunities, Box 4916-T, Glen Allen, VA 23058.

MAKE EASY MONEY everywhere you go! Shoot photos for our custom souvenir magnets. For Information send SASE: REMAGNETS, Box 835/TS, Marshall, CA 94940.

SAVVY STOCK SHOOTERS MAKE BIG BUCKS selling through photo agencies... you can too! Rush SASE for details. PANOGRAPHICS, Newport NY 13416-0307. http://panographics.com/photolines.

SELL YOUR PHOTOS to Greeting Card, Poster and Calendar Companies! Rush three 33¢ stamps. Greetings! Box 521-FP, Cleveland, OH 44107.

SHOOT FOR PROFIT! Make Thousands $$$ just by Photographing Houses. Free Details. Write: Batax, 2051 Wheeler Lane, Jacksonville, FL 32259.

CATALOGS

FANTASY DREAM GIRLS. Private Nude Photo Sets, also available seven exclusive tantalizing nude videos. Sample Disk $5.00. M.S.B. Productions-Dept.TP, Route#1 Box-32, Appomattox, VA 24522. www.fleaonline.com/dreamgirls.htm

COLOR PHOTOS/SLIDES

COEDS, YOUNG AND EROTIC, pose for you. From Lingerie to Nude. A must see. Catalog, 4x6 samples $5. Send Cash to Tina, P.O. Box 94231, Las Vegas, NV 89193-4231

COMPUTER SOFTWARE

START MAKING MONEY!
Get Organized!
PHOTOTRACKER PRO!
Freelance Photo Business Software!
Invoicing - Estimating - Contracts!
$99.95
PHOTOLINK
Stock Library Manager!
$49.95
PHOTOFORMS
Freelance Invoicing!
$49.95
1-800-530-9689
Windows / Macintosh

DIRECTORY

ULTIMATE WORLD PHOTO DIRECTORY - OVER 1/2 MILLION PUBLISHERS, PRESS & STOCK AGENCIES, PRINTERS, ORGANISERS ETC. LISTED. SELL YOUR WORK AROUND THE GLOBE!! 964 PAGES US$37. MONEY-BACK GUARANTEED!! CHECK, MO/PO, CASH, CREDIT CARD. INFO-A.M.K. NIZAM, PETI SURAT 68, KUALA BELAIT KA1131, BRUNEI DARUSSALAM.

EXTRA MONEY

PHOTOGRAPHERS - VIDEOGRAPHERS
Earn Extra Money, Manual Tells How. $24.95, $3.00 S/H Money Order. Lindsey Head, 1625 Belvidere St., Detroit, Mich. 48214.

HOME DETECTIVE

HOME DETECTIVE: How To Find Anyone, Check-Out Their Background, Do Tenent Checks. Book-Video Tells how! Send SASE To: TVS-detective, PO Box 3095, Seminole FL 33772-3095.

IFPO DISTRIBUTOR

10& DISCOUNT off regular price on IFPO Memberships, forms, press programs, books, videos, and other items listed in today's Photographer Magazine. Write to James Franklin, 2115 Gault Ave. South, Fort Payne AL 35967, or call 256-845-7906, Fax 256-845-1118.

Classified AD Order Form

http://www.ifpo.net/tpmag.html

Place your ad in TP Classifieds for only $2.00 per word ($40.00 min.). Address, City, State, Zip count as 5 words. Phone# is one word. EMAIL or URL Address is one word. First 2 words in ALL CAPS bold. Each additional bold word $1.

Please run my AD in [ ] **issues.** **Amount Enclosed:** $ [ ] **HEADING:** _____
TP WELCOMES HEADING SUGGESTIONS if existing headings don't fit your AD!

AD COPY:

WORD ADS are alphabetized by AD TEXT within each HEADING, therefore changing your AD COPY can change your AD POSITION

use extra paper if more space is needed

IFPO I.D. # (if a member) _____
contact name _____
advertiser name _____
address _____
city/state/zip _____
phone/fax _____

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

[ ][ ][ ][ ] [ ]
Visa/MasterCard/American Express/Optima Card# expiration date

Credit Cards FAX 1-800-283-5989 or MAIL to: TP Classifieds, PO Box 777, Lewisville, NC 27023

30% OFF IFPO Dealerships
25% OFF IFPO Distributors
for regular priced programs only.
CA residents add sales tax.
Send Check or Postal Money Order
U.S. Dollars Only.
To: PhotoArts™ Network
P.O. Box 422833
San Francisco, California 94142-2833

MAIL ORDER

HIT JACKPOT WITH CLASSIFIED ADS! FAMOUS MAILORDER GURU REVEALS HIS MONEYMAKING SECRETS. FREE EXCITING CASSETTE. MELVIN POWERS, 12015 SHERMAN ROAD, NORTH HOLLYWOOD, CA 91605. http://www.mpowers.com.

SOFTBOX= "PROFESSIONAL" RESULTS!
BUILD YOURS & $AVE BIG! LSASE= FREE INFO! $9.95= FULLY ILLUSTRATED INSTRUCTIONS! "Mr. FRANCIS," POBOX 22435(B-5), Cleveland, OH 44122.

MODELS - NUDE

SHOOT NUDE MODELS! "American Pix" info-Guide tells you how to find beautiful women willing to pose totally nude in your area. Pro methods revealed! Rush $19.95 for "American Pix" with nude samples to: VIP BOX 35214-TP, Tucson, AZ 85740. www.nudephoto.com

NOW FORMING

CALLING ALL THOSE WHO WOULD LIKE TO MODEL, all ages, and photographers! Now forming United Photographers Association. Membership, quarterly get togethers for photographers and models. Location shootings and much more. Write or call: Harkins Photography Studios, P.O. Box 305, Adamstown, PA 19801. 717-484-2771 or fax 717-484-2771.

PERSONALS

A+ASIAN WOMEN DESIRE ROMANCE!
World's #1 Correspondence Service Since 1984!
As Featured On TV! 36 page, 314 Photo Catalog!
Free Details!
SUNSHINE INTERNATIONAL, Box 5500-XL
KAILUA-KONA, HAWAII 96745-5500.
(808) 325-7707.
http://sunshine-girls.com

BEAUTIFUL CHINESE WOMEN seeking correspondence, friendship and romance -Free Details, 201-858-8788 -www.chinamiss.com. China Miss International, 858 Broadway, PMB 319, Bayonne, NJ 07002, USA

HOT GIRLS - WILLING TO PLEASE
Receptive TV/TS 1-800-226-MONA (6662)
Wet Kiss 1-900-226-BLOW
Gay Date 1-900-740-4-MEN
38DD 1-900-289-BOOB
Party-Tyme! - ezbabe.com 18+
2.99-3.99/min C-9 Comm. 1-213-213-6007

INTERNATIONAL COURTSHIPS! Meet Ladies Worldwide. USA, Latinas, Asians, Russians. Free Brochures! Singles Worldwide Network; Box 10748; Houston, Texas 77206-0748. (281) 440-2770. www.singlesworldwide.com.

JAPANESE WOMEN
seek friendship! Free brochure.
Pacific Century, 110 Pacific #208-AL, San Francisco, CA 94111.
(816) 942-1668.
http://www.pacificcentury.com/al/

RUSSIAN LADIES
Seek Love, Romance.
FREE 40-page Catalog.
Live Videos, Exciting Moscow Tours.
Anastasia, P.O. Box 906-TP
Winchester KY 40392-0906
1-888-428-9178 (24 HRS)
www.russianbride.com

UNCENSORED NUDISM VIDEOS!
Lifestyle, Beaches, Camps, foreign, more! Complete - FREE! (Sample- only $25):Mr. Pomerantz, Box 191-St. H, Montreal, CANADA H3G 2K7.

PHOTO PROCESSING

CONFIDENTIAL, DISCRETE processing of adult subjects. 35mm, 120/220. SASE to Q.S. Photo, 1059 South Main St., Cheshire, CT 06410 or fax to 1-800-33PHOTO for information.

UNCENSORED FILM DEVELOPING, Quality Confidential Photofinishing, Digital Imaging and More. Regency Color Lab, PO Box 32084, Louisville KY 40232.

PHOTO RETOUCHING

Digital Photo Retouching and Restoration! Enhance your photographs. Dimension 3, 1144 Hicks Blvd, Fairfield OH 45014. 513-829-8663. e-mail- dim333@cinci.infi.net.

PHOTOGRAPHERS WANTED

$25-$253 PER PHOTO! Shoot on assignment or spec. We provide film and models. Free details/ color brochure, SASE:
Model Look, POB 1002-TP, Charleston, IL 61920
(217) 345-9555.

START A SATELLITE AGENCY, BRINGS YOU PORTFOLIO WORK. SEND $3.00 FOR STARTER PACKET TO: TONI'S PO Box 78727, St Louis MO 63178.

WE BUY OUTDOOR PHOTOS. All subjects needed, Particularly tourist attractions, scenics, nature, animals, cities, more. Send SASE: Reflections, Box 835/TP, Marshall CA 94940.

VIDEOS - AMATEUR

IMPORTED NUDIST videos. Family skinnydipping, teen beauty pageants. Previews video $39.95. Color catalog $3. Nat-Fam(IP), box 838, Venice, CA 90294.

VIDEOS - GLAMOUR

"MISS TEEN TEENIE BIKINIE"!! Lovely Lolitas, Bikinis, Lingerie, Less: Rio, Rivera, Islands, More, Miss Nude Teenager. $3 SBP, 20533 Biscayne Blvd #PMB 341, Miami FLA. 33180.

FOREIGN CUTIES, PHOTO SESSIONS. Nudist Videos, candid footage, playful youth, teen modeling. Listings $3.00. CRT(TP), 1348 Washington Av #178 Miami Beach, FL 33139.

VIDEOS! NUDIST life, foreign, adult, uncensored, unusual, amateur, more! Complete Catalog -Free! Write to: FTP, Box 191H, Montreal, Canada H3G-2K7.

Young Beauties of Old Mexico, 1 hr. + $20 each. Info $1. SFV, PO Box 1743, Odessa TX 79760.

COEDS, YOUNG AND EROTIC, pose for you. From Lingerie to Nude. A must see. Catalog, 4x6 samples $5. Send Cash to Tina, P.O. Box 94231, Las Vegas, NV 89193-4231

WORKSHOPS

"NATIVE AMERICANS
SOUTHWEST LANDSCAPES
AND FIGURE-IN-THE-LANDSCAPE"
Contact Branson Reynolds Photographic Workshops, POB 3471, Durango, CO 81302
970-247-5274
Branson@BransonReynolds.com
http://www.BransonReynolds.com

EUROPE $228 ROUNDTRIP
China/Asia $375. Central & So. America $220. India, Africa, Australia $699. ALL ROUNDTRIP!
AIR COURIER ASSOCIATION®
1-800-822-0888
8 am - 5 pm Mtn. time (303-215-9000)
www.aircourier.org

L C LABORITORIES

510 W. ELIZABETH AVENUE
LINDEN, NJ 07036

908-862-2505

http://www.luxcolorlabs.com

QUANTITY COLOR PRINTS FROM THE SAME NEGATIVE.

SLIDE TRANSPARENCY OR ART WORK

QUANTITY	SIZE	PRICE
100	4x5	0.25 each
100	5x7	0.50 each
500	5x7	0.40 each
100	8x10	0.99 each
500	8x10	0.75 each
100	8.5x11	1.50 each
100	16x20	5.00 each
100	20x24	6.00 each

NO CHARGE FOR INTERNEGATIVES OR COPY NEGATIVES. WE PAY THE SHIPPING.
ALL ORDERS MUST BE PREPAID, NJ RESIDENTS ADD 6% TAX. ALL OTHER SIZES AND QUANTITIES UPON REQUEST.
WE GO BIG
50" X 18"
DELIVERY TIME 7-10 WORKING DAYS

FREE 1999 Catalog
1-800-466-1755

Canvas
Muslin
Props
Stands
Stools
Books
Clothing
Sheers

Over 50 Pages

LOW PRICES
11'X12'-$89.00
11'X21'-$129.00

catalog online at....
www.backdropoutlet.com

BACKDROP OUTLET 2215 S. Michigan ave. Chicago IL 60616
e-mail- backdrop@juno.com 312-842-6550 Fax 312-842-6546

SELL PROFESSIONAL OIL PORTRAITS ON CANVAS HAND PAINTED FROM ANY PHOTO - FREE FRAME! We do the work...You collect commissions. Send $5.00 (refundable) for brochure. 15 Sample Prints and selling aids agent kit to: **Ness Studios, Dept. T-10,** 83 Scarcliff Dr., Malverne, NY 11565. Our 30th Year.

http://www.jkpowermail.com/11565.html
E-mail: nestudio@usaworld.com

CLICK HERE
www.photo-seminars.com
Your On-line Photo Campus
Free seminars, Photo info, Classified ads, Hall of Fame, Photo Chat, and MORE!

PROTECT YOUR PHOTOS
WITH AN ENCORE
©opyright STAMP
Made With Your Custom Wording
Stamp Your Photos
INK DRIES IN
15 SECONDS
Call, FAX or Send For Brochure

Developed By Superior
SATISFACTION GUARANTEED
RUBBER STAMP & SEAL, Inc.
PO Box 2258 • Wichita, KS 67201
(316)682-5511 or FAX 1-800-242-9312

TRAVEL FOR PROFIT
The 'Freelance Travel Writer's & Photographer's Course'. Study from home by Correspondence. The last of the great escapes! A new career or a profitable sideline. Free prospectus. American College of Journalism, Inc. Call Toll-free 24 hours 1-800-225-6888.

OMNI-BOUNCE
Used by Professionals around the world, to achieve soft natural lighting with most of the popular brand flash units. Ideal for wide angle shots, macro work, portraits and news coverage. Custom mounting with no Velcro required. Specify your strobe when ordering.

Only: $19.95 + $2.00 shipping. Visa & Mastercard

STO-FEN PRODUCTS • 800-538-0730
P.O. Box 7609, Santa Cruz, CA 95061, USA

Custom Printing • Full Service Lab
Specializing in Quality B/W Printing for the Glamour Photographer
For Price List Call: 1-800-338-8165
or (410) 242-8399
CUSTOM HOUSE PHOTOGRAPHY
5306 East Drive, Baltimore, MD 21227

Be a DETECTIVE
Use your photography skills to earn extra income.Experience a new adventure every day. Dynamic home study course. Diploma, Badge. State approved.
FREE DETECTIVE CAREER KIT
1-800- 742-9007 Ext. 709
DETECTIVE TRAINING Box 909 • San Juan Capo., CA 92693

CLASSIFIED RATES
WORD ADS:
$2.00 per word (20 word or $40 minimum)

DISPLAY ADS
(inside the classified section): $90 per column inch

DISPLAY ADS
(outside the classified section):
call
336-945-9867
or fax
336-945-3711
and ask for a RATE CARD.

Place Your 1" AD Here for $90

FAST & EASY CASH
Earn $1,024 to $6,710 **ALL CASH**
in just 7 to 21 days! **$0** start up!
For a **FREE** report send a, LSASE
To: CCI Gold PO Box 425
Brea CA 92822-0425

ADVERTISER INDEX

advertiser	page# or classified heading
Air Courier Association	DISPLAY AD, page 57
Am. College of Journalism, Inc.	DISPLAY AD, page 58
Anastasia	PERSONALS
Anastasia	DISPLAY AD, page 59
Batax Museum Publishing	BUSINESS OPPORTUNITIES
Branson Reynolds Photographic Wkshps	WORKSHOPS
Cloud Nine Ad Agency	DISPLAY AD, page 59
Cloud Nine Ad Agency	PERSONALS
CM International	PERSONALS
CRT	VIDEOS - GLAMOUR
Cyclotron Video $ Photo Prod.	EXTRA MONEY
Dimension 3 Photography	PHOTO RETOUCHING
Eye-Sight Investigations	HOME DETECTIVE
FTP	PERSONALS
FTP	VIDEOS - GLAMOUR
Global Home Video	DISPLAY AD, page 58
Greetings!	BUSINESS OPPORTUNITIES
Harkins Photography Studios	NOW FORMING
International Courtships	PERSONALS
James Franklin	IFPO MEMBER DISTRIBUTOR
M S B Productions	CATALOGS
Melvin Powers	MAIL ORDER
MODEL LOOK	PHOTOGRAPHERS WANTED
Mr. Francis	MAIL ORDER
Nat-Fam	VIDEOS - NATURIST
Nat-Fam	VIDEOS - AMATEUR
Ness Studios	DISPLAY AD, page58
NIZAM	DIRECTORY
O. B. E., Inc.	BUSINESS OPPORTUNITIES
Ophelia Editions	DISPLAY AD, page 59
Pacific Century	PERSONALS
Pacific Island Connection	DISPLAY AD, page 59
Panographic Systems	BUSINESS OPPORTUNITIES
Panographic Systems	BUSINESS OPPORTUNITIES
Photo Opportunities	BUSINESS OPPORTUNITIES
PhotoArts Network	IFPO DISTRIBUTOR
Photogenics	BUSINESS OPPORTUNITIES
Phototek	BUSINESS OPPORTUNITIES
PHOTOTRACKER	COMPUTER SOFTWARE
Quick Stop Photo	PHOTO PROCESSING
Reflections	PHOTOGRAPHERS WANTED
Reflections	BUSINESS OPPORTUNITIES
Regency Color Lab	PHOTO PROCESSING
Royal Marketing Service	PERSONALS
SBP	VIDEOS - GLAMOUR
SFV	VIDEOS - GLAMOUR
STO-FEN Products	DISPLAY AD, page 58
Superior Rubber Stamp & Seal, Inc.	DISPLAY AD, page 58
Tina's Photography	COLOR PHOTOS/SLIDES
Toni's	PHOTOGRAPHERS WANTED
VIP Co.	MODELS - NUDE

WANTED MYSTERY SHOPPERS
In your area. Get paid to shop. Make money and receive free merchandise
Details: **SAS & Assoc., PO box 10631 Naples, Fl. 34101**

The beauty of youth. Photography by Hamilton, Mann, Malanga, Sturges, Ovendon and others. Also: fiction, poetry, the politics of censorship. Nothing illegal. Catalog $3.00
Ophelia Editions
PO Box 2377 New York, NY 10185.

Starfire Gallery
P.O. Box 40848
Providence, RI 02940

- Centerfold Glamour Sets
- Lingerie Glamour Sets
- Erotic Nude Sets
- Bikini Glamour Sets
- Fine Art Nudes Sets
- Custom Service

High Quality~ Guaranteed
Look For us on the web at **"www.stargal.com"**
Catalog & samples - $10.00 **(must be over 18 yrs - State age)

Absolute Latin Beauties!
Traditional & loyal from our agency in Cali, Colombia seek romance/marriage. For brochure call toll free 888-287-6534
Latin One, LoveForever
771 Winding Oak Bend
Lake Dallas, Texas 75065
www.latinone.com

Meet Cindi
Forget those *fake phone fantasies!* I'm a for REAL Texas Beauty. Sweet but hot!! I answer you personally! Sensuous self-photos and personal letter. $3.00 Enclose LSASE. Please hurry and write!!! Cindi 3987 S. Gessner #229 W Houston, Tx. 77063 *My best to you. Love Cindi*

Place Your Ad Here for $90 per Col. Inch

Thousands of beautiful, educated, loving & sincere
RUSSIAN LADIES
seek love, romance with American men through correspondence
FREE CATALOG
ANASTASIA Dept. 56
P.O.Box 906 Winchester, KY
40392-0906 606-745-0776

YOUNG BEAUTIES OF OLD MEXICO

ONE HOUR SAMPLE TAPE - $20.
Info. - $1
Send to: SFV, POB 1743, ODESSA. TEXAS 79760

RUSSIAN LADIES want to meet you!
Selected from over 80,000 applicants! Beautiful, educated, down-to-earth, sincere—seek romance & marriage!
FREE! COLOR PHOTO CATALOG 800-334-7077
EXCITING TOURS LIVE VIDEOS
36 successful escorted tours since 1992!
EUROPEAN CONNECTIONS & Tours Inc. 770-458-0909
Dept. 286 • P.O. Box 888851 • Atlanta, GA 30356 • www.euroladies.com

Girls Girls Girls
Live from 69¢ /minute 24hrs. Instant Credit
UK CHICKS 011-239-129-7688
No c/c 1-800-564-GIRL(4475) $2.99/min
Kinky 1-900-776-GIRL(4475) $3.99/min
Visa/MC 1-800-769-NIKI(6454) $2.99/min
Int'l Rate L.D. apply 18+

MEET LATIN AMERICAN LADIES!
Mexico - South America. Famous 500+ Photo Catalogues, Live-Videos & Vacation Tours!
FREE Brochures ! (713) 896-9224
website www.tlcworldwide.com
T.L.C. WORLDWIDE, INC.
P.O. Box 924994
Houston, Tx 77292-4994

GORGEOUS ASIAN WOMEN
DESIRE AMERICAN MEN!
Romance, correspondence, lifemates!
Free Details and Color Photo Brochure!
P.I.C., PMB495-TP, 2060-D
ARBOLES, T.O. CA 91362
805-492-8040
www.pacisl.com

Free Photo Contest! $60,000.00 in Prizes

Your Favorite Snapshot Could Win $10,000.00!

Semi-finalist winner by Larry Weatherman

Owings Mills, Maryland — The International Library of Photography is now accepting entries for its annual winter amateur photography competition. The contest is open to everyone and entry is free.

"Everyone has at least one memorable photo that captures a special moment in time," stated Jeffrey Bryan of The International Library of Photography, an organization dedicated to bringing the work of amateur photographers to the public's attention.

Semi-finalist winner by Kristen Shaw

"When people learn about our free photography contest, they suddenly realize that their own favorite photos can win cash prizes, as well as gain national exposure," continued Bryan.

Semi-finalist winner by Jenny Ha Bich Luong

Gain National Exposure!

Many of the photos received in the contest will also be considered for publication by The International Library of Photography. "People enjoy these anthologies because the photos reflect real life experiences everyone can relate to. That's why they always sell out so quickly," Bryan added.

How To Enter This Free Contest

Anyone may enter this free competition simply by sending ONLY ONE photograph in ONE of the following categories: People, Travel, Animals/Pets, Children, Sports, Nature, Action, Humor, Portraiture, or Other.

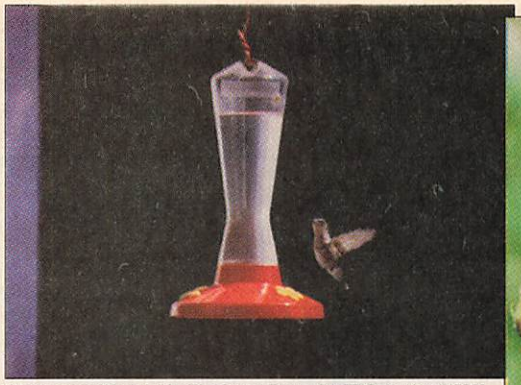
Your photo must be a color or black-and-white print (unmounted). The official contest entry form below must be filled out and taped to the back of your photo.

Official Contest Entry Form

Name _____
Address _____
City _____ State _____ Zip _____
Title of Photo _____
Category: ☐ People ☐ Travel ☐ Animals/Pets ☐ Children ☐ Sports ☐ Nature ☐ Action ☐ Humor ☐ Portraiture ☐ Other
Phone _____
E-Mail Address _____

This completed entry form (no copies) must be taped to the back of your photo and mailed to:
The International Library of Photography
Suite 101-3062 • 3600 Crondall Lane • Owings Mills, MD 21117

© 1999 ILP

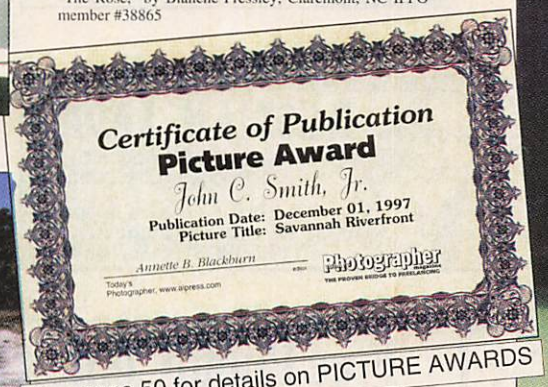


"Mmmmmmm!! Lunch," by Tim Cohen, Elwyn, PA IFPO member #47855

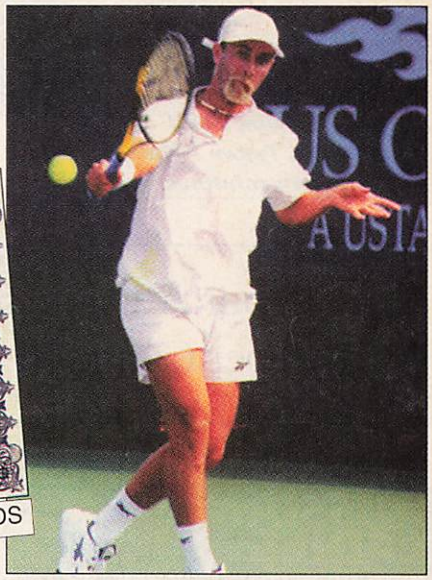
"The Rose," by Blanche Pressley, Claremont, NC IFPO member #38865

"Breathtaking!," by Carleen Bragg, Chicago, IL IFPO member #67191

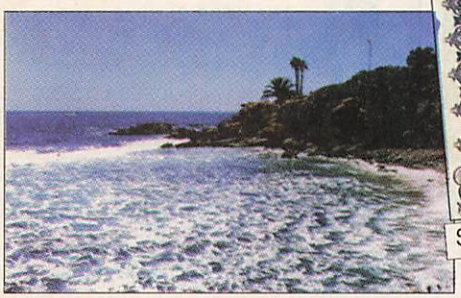
"The Panel," by Martin Bader, Arlington, VA IFPO member #49134



See page 50 for details on PICTURE AWARDS

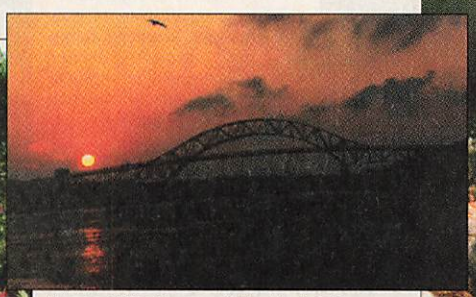


"Felix Mantilla," by Janelle Jones, Bethpage, NY, IFPO member #66979



"Laguna Beach," by Kevin S. Holt, Los Angles, CA IFPO member #64516

"Volcano Hot Springs'" by John Kaufmann, Boca Raton, FL IFPO member #65772



"Sunrise At The Sagamore Bridge," by John E. Tassi, Carver, MA IFPO member #62834

"Oklahoma Bliss," by Kathy L. Glasgow, Lawrence, KS IFPO member #67509

"Bad News," by Al-Marri Salem M., Doha, State of Qatar, IFPO member #59505

"NYC Mayor R. Giuliani," by Nestor A. Hurtado, Brooklyn, NY IFPO member #52709

"Life In The 1800, "by William V. Kimbro, Lafayette, IN IFPO member #56391

MORE Picture Award photos in *Today's Photographer* on-line edition at **www.ifpo.net**.

What Are
Photographers' Rights?
Continued from page 7

right. If the creator of the photograph places the © copyright symbol, the date of the copyright, his or her name and address and the designation *all rights reserved*, the photograph is protected by common law notification. The creator then has up to five years to actually register the copyright. Any image that does not have this notification on it runs the risk of being used in public domain.

There is a charge to register a copyright. Works in a series or a body of works can be registered for the same fee as a single work. After the copyright has been registered, you should place the ® symbol, the year it was shot and the photographer's name and address on the photograph. This protection lasts for fifty years. For more information on registering a copyright, contact The Library of Congress Copyright Office, 101 Independence Ave., SE, Washington, DC 20559-6000. Forms are available FREE on the internet.

It is illegal to copy or use photographs without the written consent of the owner. A photographer cannot publish or sell a model's picture without a *Model Release* signed by the model even though the photographer owns the image. By the same token a model cannot publish photographs without a signed *Publication Release* from the photographer even though the model paid for the images. Whoever has possession of the negatives constitutes ownership of the images.

Contracts and agreements

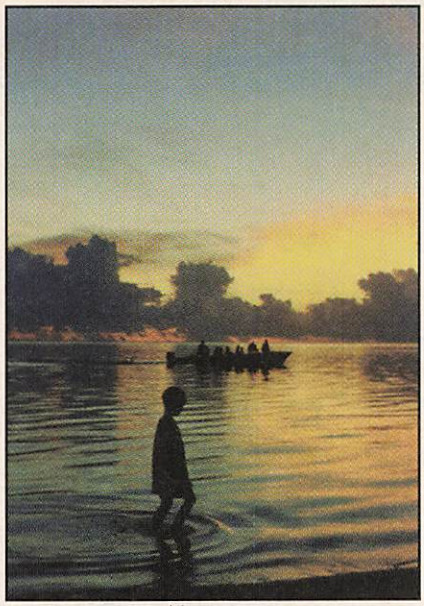
Rights which are sold should be specified in writing. That can be done by a letter or contract form. If the agreement is outlined by letter, the terms should be clearly stated including the fees to be paid. An invoice and an inventory of images should accompany the letter.

Contract and release forms which specify rights are easier to use. (IFPO offers more than 60 contracts and releases on page 28 and 29.) If a contract form is used which does not cover all aspects of a certain agreement, the additional terms may be written on the face of the form to make a valid contract.

One popular image can produce income for years if handled properly. If the use of a picture will benefit a photographer in some way in lieu of money, that should always be considered. As in all things, common sense must prevail. Ω

PHOTO CONTEST WINNERS

September Winner



Vacation
©1999 Shelly A Varnell, Otis Orchards, WA.Nikon N6006. Other technical information n/a

Holidays
September 1999
Contest Theme

September Honorable Mention

Yes, Summer -- Let it out loud!!!
©1999 Marion Kauler,Mt.Pleasant, SC
Canon EOS-1n, Canon lens. Other technical information n/a

September Honorable Mention

Holiday Vacation.
©1999
G. A. Kappelmeier,
Norcross, GA.
Leica M3
Super. Augulon
21mm f.11 1/125.

Other 1999 Photo Contest Winners

July

Honorable Mentions

Let's Ride,
Alexus Smith, Durham , NC
Brittany,
Susan Stack, Chino, CA
Family Vacation at Sunset,
Sal A Ahmed, San Francisco, CA
Assurance,
Dr, Ward R Ransdell, Lexington, KY
"White and Black",
Deb Maakestad, Castle Rock, CO
Tim's Tree,
Jerry Vincent, New Hope, MN

August

Honorable Mentions

Untitled,
Jason Herrman, Okeechobee, FL
Speed,
Ken Gualdoni, Clio, MI
Airborne A-22,
Stephen J Hagamon, Dania, FL

September

July 4th Liftoff,
Cinderella Morff, Lohman, MO

Other Contest Winners on pages 54.

introducing:

IFPO Member "MAX-SET"

CREDIBILITY . . . . . MAXIMUM
TRUST . . . . . MAXIMUM
CONFIDENCE . . . . . MAXIMUM
EFFECTIVENESS . . MAXIMUM

printed on the finest "geopaper" high quality credentials bond.

IFPO Credentials are proven to solve the "credibility" and "trust" problems often encountered by freelance photographers. These credentials set your subject's mind at ease and allow you to get the shots you want. Your name and member number are professionally typeset on each credential. Do-it-yourself laminating materials with easy to follow instructions are included so you can apply your photo and finish them yourself. Each set includes 1 Passport Style Credential, 1 Badge I.D. and 1 Wallet I.D. An introductory letter of certification is included to complete the package. This is the most comprehensive membership I.D. and Credential set ever offered!

MAX-SET order form (or use the order form on page 47)

IFPO Member# _____ or enclose dues (see page 17 for membership information)

name _____

address _____

city/st/zip _____

phone/FAX _____

- ❑ 701A....Member **FREELANCE** Photographer .....$39.95 ea.
- ❑ 702A....Member **SPORTS** Photographer.....$39.95 ea.
- ❑ 703A....Member **CONCERT** Photographer.....$39.95 ea.
- ❑ 704A....Member **WEDDING** Photographer.....$39.95 ea.
- ❑ 705A....Member **PORTRAIT** Photographer.....$39.95 ea.
- ❑ 706A....Member **WILDLIFE** Photographer.....$39.95 ea.
- ❑ 707A....Member **NATURE** Photographer.....$39.95 ea.
- ❑ 708A....Member **GLAMOUR** Photographer.....$39.95 ea.
- ❑ 709A....Member **MODEL** CONSULTANT.....$39.95 ea.
- ❑ 799X....Member _____ Photographer ....$39.95 ea.
  OTHER (SPECIFY)

4 LINES OF CUSTOM INFORMATION CAN BE PLACED ON YOUR **MAX-SET** CREDENTIALS:

Line 1 _____

Line 2 _____

Line 3 _____

Line 4 _____

ORDER any 1 set for:. . . . . $39.95 +shipping
any 2 sets for:. . . . . $59.95 +shipping
any 3 sets for:. . . . . $69.95 +shipping
any **6 sets** for . . . . . **$99.95** +shipping
ADD USA SHIPPING. $7.00
(foreign shipping use the table on page 47)

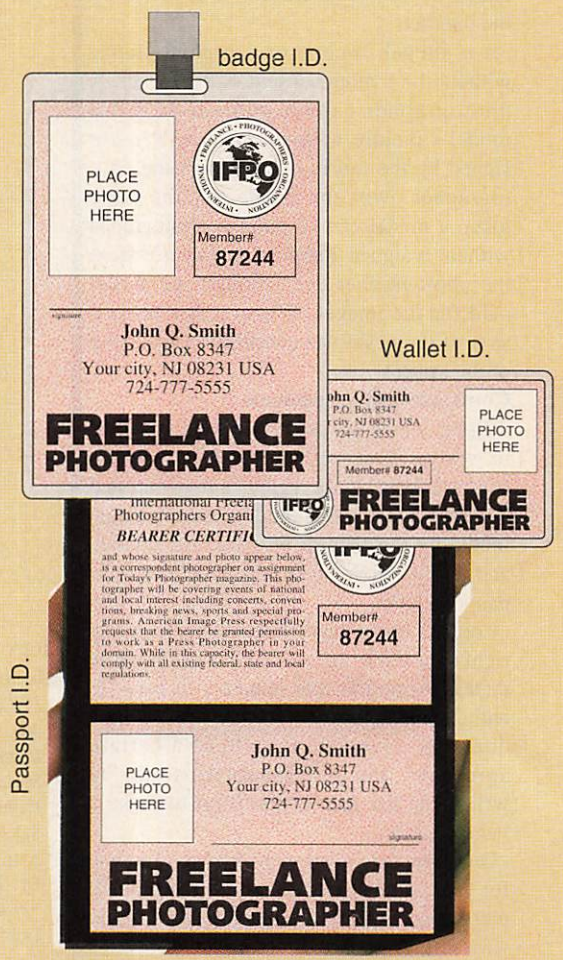
TOTAL ENCLOSED

Use Check, Money Order, Or Credit Card:

Visa/MasterCard/American Express/Optima Card # | expiration date

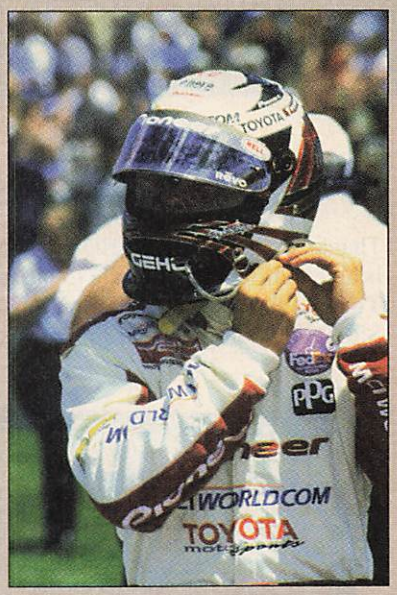
signature _____

credit cards: CALL FREE **1-800-654-9557** or fax **1-800-283-5989**
mail orders to: **IFPO Order Dept., PO Box 777, Lewisville NC 27023-0777**



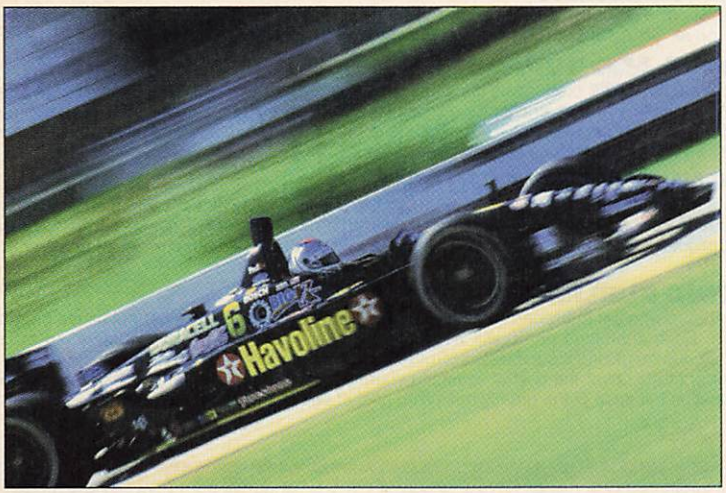
COVERAGE...
DAY BY DAY AT ROAD AMERICA

Continued from page 15



GOOD BACKGROUND FOR MAGAZINE COVER TITLES TO SHOW..
SCOTT PRUETT, PIONEER DRIVE PREPARES FOR COMPETITION. . NIKON F4, 70-210MM F/4.5. FUJI VELVIA 40. APERTURE PRIORITY F/8

ARTISTIC ANGLES AND PANNING TO SHOW SPEED WITHOUT TOO MUCH BLUR
MICHAEL ANDRETTI AT SPEED.
NIKON F4.70-210MM F/4.5. FUJI VELVIA 40. SHUTTER PRIORITY 1/60



Road America's Roger Jaynes and his Media Relations staff are the best "crew" in the business.

Kendall K. Krebs IFPO

That is definitely not allowed on race day! This is also the day to get shots of the 'up and coming stars' and those second generation drivers that are likely to be the next 'superstars' of CART!

Race Day -- most often on a Sunday!

I try to cover the pre-race crew activities in the morning. But standing just a few feet away from the cars, crews and drivers when the cars are being brought to the Grid just moments before the race is awesome -- my lifetime dream come true!

After getting a few driver shots, it is a mad dash to get to a corner before the start of the race to capture those action shots that almost always occur in the first few laps -- the one elusive shot that will make you famous! Also on my race day agenda is to get some pit-stop photos of the crews in action.

Even though I have been a race FANatic for many years, I adhere to a strict policy of not being a fan while working as a press photographer. I never ask for an autograph or try to get a buddy photo of myself with a driver. We are both there to do a job and mutual respect makes it easy.

For the technical photographer, I have noted some "tech tips" with each photo. I also hope that some of my methods will inspire my fellow photographers to improve their images or try something new -- no matter what area of photography is their passion! Ω

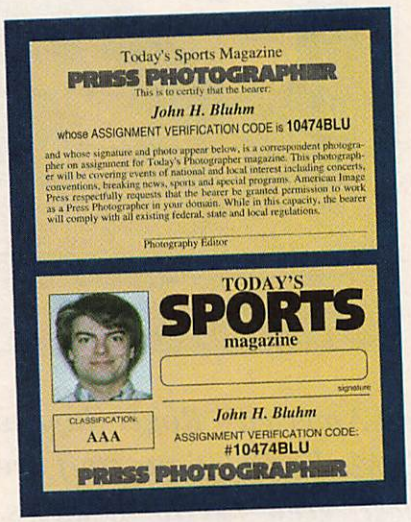
PIT STOP ACTION - SPONSORS LOVE THEIR LOGO'S
BRIAN HERTA, SHELL PIT STOP
CANON EOS 1N, 600MM F/4. AGFA RSX100,. SHUTTER PRIORITY @ 1/125

By Popular Demand

NEW IFPO Program:

Today's **SPORTS** magazine

Thanks to the UNLIMITED POTENTIAL of the Internet and IFPO's aggressive leadership in electronic publishing, IFPO is able to bring new muscle to the large number of IFPO members who are interested in **sports photography.** **Today's Sports magazine** is an On-Line electronic publication with the capacity to promote and publish **ALL** of it's SPORTS Photographer's photos. **A print magazine could NEVER MAKE SUCH a promise.**


Today's Sports Magazine
PRESS PHOTOGRAPHER
This is to certify that the bearer:
John H. Bluhm
whose ASSIGNMENT VERIFICATION CODE is 10474BLU
and whose signature and photo appear below, is a correspondent photographer on assignment for Today's Photographer magazine. This photographer will be covering events of national and local interest including concerts, conventions, breaking news, sports and special programs. American Image Press respectfully requests that the bearer be granted permission to work as a Press Photographer in your domain. While in this capacity, the bearer will comply with all existing federal, state and local regulations.
Photography Editor
TODAY'S
SPORTS
magazine
signature
CLASSIFICATION:
AAA
John H. Bluhm
ASSIGNMENT VERIFICATION CODE:
#10474BLU
PRESS PHOTOGRAPHER

Why USE Today's **SPORTS** magazine Credentials?

1. ON ASSIGNMENT:
Because Sports Photographers are often turned away at events. Today's **SPORTS** credentials identify you as ON ASSIGNMENT for Today's **SPORTS** magazine.

2. BACK-UP AND SUPPORT:
Although your **SPORTS** credentials package arms you with a general letter of assignment effective in most cases, you may encounter officials who want an editors specific letter of assignment for that specific event on that day. Your package comes with this support and easy to use request sheets and a support telephone help number.

3. ASSIGNMENT VERIFICATION:
Officials can check you out! Your Today's **SPORTS** package includes assignment verification using your unique Assignment Verification Code (AVC) by phone or fax during normal business hours. Optionally, world-wide 24 hour/day verification is available via our special internet verification site.

4. GETTING PUBLISHED:
Photographers who get published gain access! *Today's Sports* magazine's get-published program is unique. Each submitted photo will be published! Just make sure it is accompanied by the *Today's Sports* magazine's submission form (comes with your kit) and a small service charge of $8.00 per photo to cover the cost of scanning your image for publication. It is possible to guarantee publication because of the greatly optimized cost of publishing on the Internet.

If you HAVE BEEN PUBLISHED YOU QUALIFY for the SPORTS PASSPORT

Today's **SPORTS** magazine
SPORTS PASSPORT APPLICATION FORM

FEE AND PAYMENT:

#608A *Today's Sports* Passport $99.00
The custom designed *Today's Sports* PRESS PASSPORT comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your passport's upper panel. An Official Letter of Certification is included which endorses you as a *Today's Sports* PRESS photographer on assignment for *Today's Sports* on-line magazine and requests official access to events. This letter is tested and proven to establish your press privileges. Letters of assignment for specific events are also available. Details are provided with your *Today's Sports* Press package.

Application fee (non-refundable) $20.00

600AV *Today's Sports* Assignment Verification Option $39.00
Officials/ Celebrities/ Publishers can verify your assignment status by calling 336-945-9867 or fax 336-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that has always been a part of the Press Program. BUT . . If you are covering an evening or weekend event or are out of the Eastern Timezone, the Assignment Verification Service works from ANYWHERE in the world, 24 hours/day, 365 days/year and you DON'T need a computer! The $39 fee includes a $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.

SHIPPING (USA first class mail (foreign shipping see page 47) $7.00

TOTAL AMOUNT ENCLOSED _____

The SPORTS PASSPORT is only available to IFPO members who have been published. If you are not an IFPO member, include your membership dues with this application. Membership dues information is on page 17.

5 Digit IFPO Member# _____ or enclose dues

name _____

address _____

address _____

city/st/zip _____

phone/fax _____

email/U.R.L. _____

CLASSIFICATION INFORMATION:
(List at least one publication in which your photos have appeared)

_____ _____

Are you available for photo assignments?: ❑YES.___ ❑NO.____
Please keep photos, tear sheets or other proof of publication in your own files for possible future reference. Do not send them to IFPO.

Use your Check, Money Order, Or Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # expiration date

Signature _____

Find Today's **SPORTS** magazine at www.ifpo.net/sports

MAIL THIS FORM: *Today's Sports* Press Program
PO Box 777, Lewisville, NC 27023-0777

CREDIT CARDS call **FREE 1-800-654-9557** or FAX 1-800-283-5989.

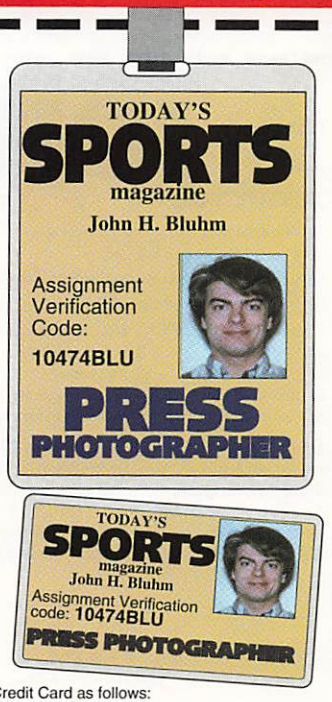
	#608A *Today's Sports* Passport	$99.00	6XX-2000
	Application Fee	$20.00	BUNDLE
	#602B *Today's Sports* Badge Set	$69.95	
	#600AV Assignment Verification Option	$39.00	69.00
TODAY'S SPORTS BUNDLE	(all items listed above)	$228.95	**$69.00**
	PLUS SHIPPING/HANDLING	$9.00	$9.00
OFFER ENDS March 31, 2000	**Total Amount Due**	**$236.95**	**$78.00**

If you HAVE NOT been Published YOU QUALIFY for the SPORTS Badges

Today's **SPORTS** magazine

SPORTS BADGE SET ORDER FORM

Cat#	Description	Price EA.	
☐	**602A** *Today's Sports* **Basic Badge Set** SPORTS PASS I.D. Badge with laminating jacket & badge clip, plus Official Letter of Certification placing you on assignment for *Today's Sports Magazine*.		**$59.95**
☐	**602B** *Today's Sports* **Full Badge Set** 602A (above) + 1 wallet Press Card, 3 I.D. tags with laminating jackets and leatherette straps.		**$69.95**
☐	**602C** *Today's Sports* **Full Badge Set Plus** 602A & 602B (above) + #2207A PocketGuide™ to PRESS PHOTOGRAPHY + #639A PRESS Assignment Request Memo (pack of 100)		**$89.95**
☐	**600AV** *Today's Sports* **Assignment Verification Option** Officials/ Celebrities/ Publishers can verify your assignment status by calling 336-945-9867 or fax 336-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that has always been a part of the Press Program. **BUT** . . If you are covering an evening or weekend event or are out of the Eastern Time-zone, the Assignment Verification Service works from ANYWHERE in the world, 24 hours/day, 365 days/year and you DON'T need a computer! The $39 fee includes a $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.		**$39.00**
☐	USA Shipping, Shipped next business day First Class Mail, **ADD $7** (foreign shipping use the instructions on page 47)		**$7.00**
	TOTAL AMOUNT ENCLOSED		



IFPO members only! See Membership Information on page 17 or the back cover.

5 Digit IFPO Member# _____ or enclose dues

name _____

address _____

city/st/zip _____

phone/fax _____

email/U.R.L. _____

Use your Check, Money Order, Or Credit Card as follows:

Visa/MasterCard/American Express/Optima Card # — expiration date

SIGNATURE. _____

MAIL THIS FORM:

Today's Sports Press Program
PO Box 777, Lewisville, NC 27023-0777

Credit Cards CALL **FREE 1-800-654-9557**
or FAX 1-800-283-5989.

ASSIGNMENT BANK page 18
Assignments for photographers via the Internet

PRESS CREDENTIALS page 20
Go On-Assignment for Today's Photographer Magazine

MODEL CONSULTING page 12
Search for New Faces & Figures for Cash!

LEARN PHOTOGRAPHY page 34
on our HOME VIDEO Library! page 34 to 45

PHOTOGRAPHY FORMS page 28
61 Forms Masters or Pads of Forms

DISTRIBUTORSHIPS page 16
Join the IFPO money making band-wagon

International Freelance Photographers Organization

JOIN IFPO

THE PROVEN BRIDGE TO FREELANCING

ABOUT YOU:

Which best describes your photography:
- ❑ I am a beginner or amateur
- ❑ I am an advanced amateur or Part-Time Pro.
- ❑ I am a full-time professional.

I want **PRESS ACCESS** with my camera:
- ❑ Sports events.
- ❑ Concerts.
- ❑ Breaking news.
- ❑ Celebrity events.
- ❑ Crime scenes.
- ❑ Fire scenes.
- ❑ Press conferences.
- ❑ Entertainment events.

Check each area that interests you strongly:
- ❑ Press photography.
- ❑ Nature/wildlife.
- ❑ Videography.
- ❑ Glamour.
- ❑ Wedding.
- ❑ Sports/Action.
- ❑ Travel photography.
- ❑ Advertising.
- ❑ Commercial.
- ❑ Portrait photography.

Are you available for photo assignments?:
- ❑ YES.
- ❑ NO.

Enroll me as an IFPO Lifetime Member and send my Membership I.D. Card and Parchment Certificate + Complete Membership Packet. I enclose $68 for LIFETIME Membership and **LIFETIME Subscription** to Today's Photographer Magazine PLUS $6 for priority handling and First Class Mail of my Membership Packet ($74 TOTAL).

My membership packet will include details on how I can participate in **IFPO's PROVEN PROGRAMS** for getting **PUBLISHED**, making **MONEY** and gaining **PRESS ACCESS** with your camera.

name

(optional) business name

address

city/st/zip

phone number/FAX number

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

Visa/MasterCard/American Express/Optima Card # | expiration date

To join IFPO by mail, use this form or the order form on page 47 and send your dues to:

IFPO, P.O. Box 777, Lewisville, NC 27023-0777 USA

OR use your credit card and:

CALL FREE **1-800-654-9557** or FAX **1-800-283-5989**

The International Freelance Photographers Organization (IFPO), founded in 1984, has 66,000 members in 141 countries. IFPO press photographers cover everything from Little League games to Presidential Inaugurations.

It was Charles Porter IV, an IFPO member, who won the Pulitzer Prize for his now famous Oklahoma City bombing photo. His shot of a fireman carrying a child appeared on the cover of Time Magazine and in most newspapers across the country.

IFPO sports photographers Jeff Gardner, Mervin Mann and Jeffrey Thornton cover NFL games on a regular basis and are widely published.

Tony Merrill, David Gardner, Paul Pedicelli, Kendall Krebs and Peter Potter are just a few of the IFPO members who shoot motorsports and have their photos appear in print.

George Barney, Mac Norfleet and Aaron Vessup shoot celebrities, everything from concerts to The Emmy Awards.

N. Garrett Chan travels on photo assignments from his home base in Honolulu to exotic locations in China, Korea and the US mainland.

IFPO members Dennis Hodges, John Nugent, Dwight Ellefsen, Thomas Benincas Jr. and Leo Gendelberg shoot models professionally.

IFPO offers a complete range of services for the beginning photographer or for the professional 'globe trotter.'

Use this form or the IFPO membership form on page 17.

www.ifpo.net
visit our huge web-site of IFPO resources and programs for photographers today.